

**CANADIAN
FARM IMPLEMENTS**

1915



CANADIAN FARM IMPLEMENTS

Vol. XI., No. 1.

WINNIPEG, CANADA, JANUARY, 1915.

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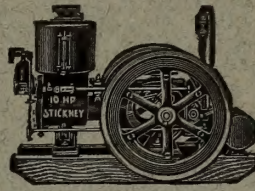
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We have the exclusive agency for the sale in Western Canada of

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The engine that is well known and well liked. All sizes in stock, also all repairs and extras. Write for particulars. DO IT NOW.

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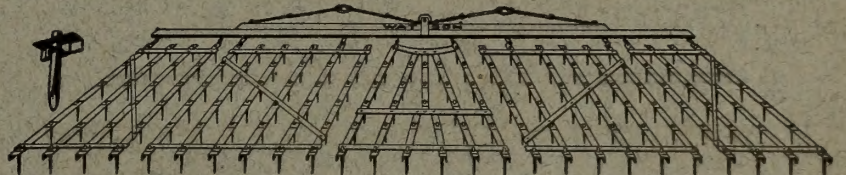
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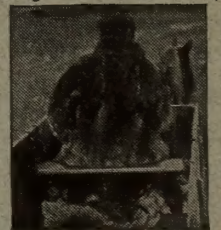
C. G. SCHAFFTER, Supt., Commercial Travellers' Building, WINNIPEG, MAN.



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MR. DEALER!

During 1915 you can make good profits and satisfy your customers by selling the seat for Western Wagons



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Lloyds Low-Down Spring Wagon Seat

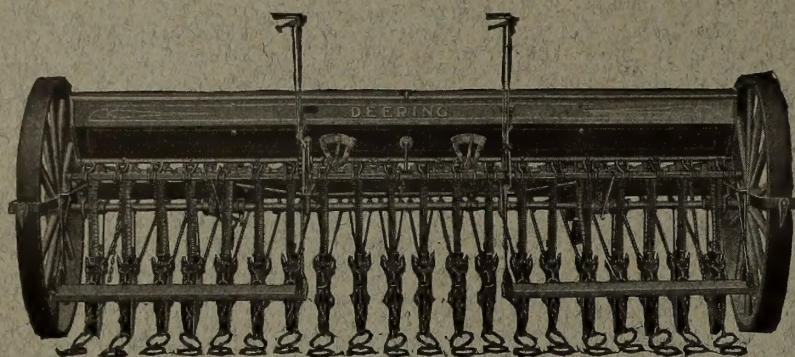
These seats fit any Wagon or Sleigh Box. You can sell one to every man who owns a wagon. They take up no box space and are light, strong and durable. Slung low they afford protection from the wind, and give full control of the team. During 1915 order your wagon boxes without seats and give your customers the comfort in driving that is found only by using Lloyds Spring Seats.

Write now for Prices and Particulars

WAWANESA WAGON SEAT CO. Wawanesa, Manitoba

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Deering Drills can be depended upon to work with the dealers who sell them. They are built right. They do their work well. They satisfy their owners and bring them back as customers.



Seeding construction of Deering Drills is the simplest known. Working uphill or down, with full or nearly empty hopper, with any kind of seed, the seed is deposited evenly, without bunching, in exact quantity desired, and without breaking the kernels. A simple sliding of fluted wheels regulates the quantity. There are no unnecessary gears.

This is one of many perfections in Deering Drills. It will interest and profit you to study them all. Adjustments, bearings, disks and shoes, oiling system, ease in draft, the strong frame and capacious grain box, all are built for the easiest making of the best seed bed. The nearest branch house will give you information about the 1915 agency.

International Harvester Company of Canada Ltd.

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At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.



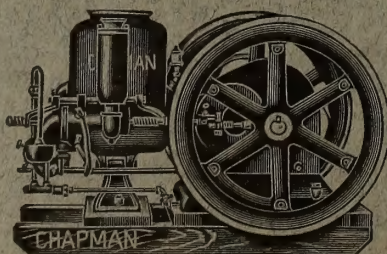
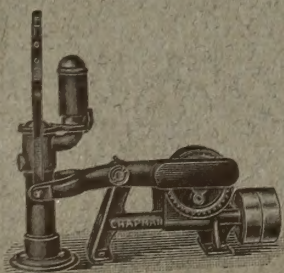
Canadian Airmotors

1915 - The Year of Opportunity

This Will Be A Money Making Year for Agents
Who Handle Our Lines

THESE LINES
MEAN MONEY
FOR YOU

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Chapman Well Drills
Toronto Windmills
Pumps
Grinders
Saw Frames and Saws
Chapman Water Systems



THIS is to be the big year for the farmers of Canada—big crops—big money—big orders for farm machinery.

This year presents the Canadian farmer with the opportunity of reaping the largest and most profitable crop in the history of the country.

The war has given him this wonderful opportunity, but it has also taken away to a great extent his supply of horses and hired men. They are being sent to Europe.

Therefore — the farmer must replace these with power-producing and labor saving machinery, if he wants to get his share of this year's big prices for farm produce. He will buy more of our machinery than ever before.

Do you want this opportunity to make money by acting as our agent? Write us at once. Cut out this coupon and mail it to us and we will send you full information, catalogues, and contract.

The Ontario Wind Engine & Pump Co. Ltd.
TORONTO MONTREAL WINNIPEG CALGARY

MAIL US THIS COUPON

Please send me information about your Agency and its money making opportunities.

Name.....

Post Office.....

Province.....

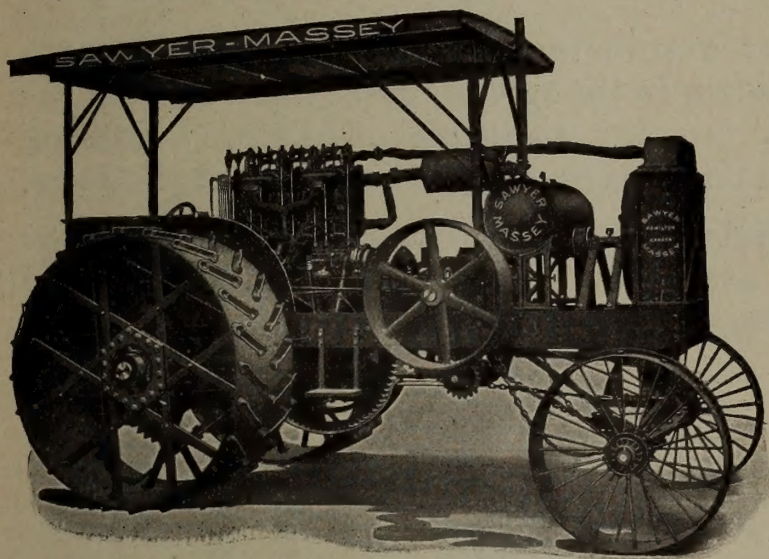


The Premier Company

The Premier Goods

This year, with the big European demand for grain and the high prices which are practically sure to continue, every effort will be strained for big production. Canadian farmers will want big production machinery, and they will have the money to pay for it.

Seize the opportunity to handle a line of Farm Power Machinery which has proven itself the best in Canada, and gain for yourself some of the profits implement dealers will make this year. Investigate the SAWYER-MASSEY line of Steam and Gas Tractors and Threshers now.



Gold Medal Gas Tractor

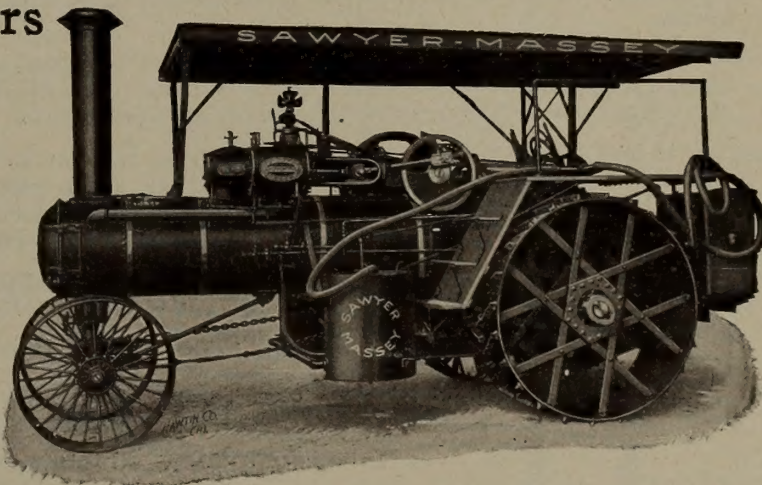
The Sawyer-Massey 25-45 horse power Gas Tractor won the gold medal at the last Winnipeg contest, proving itself the best gas tractor in Canada. It outdistanced all competitors in economy of fuel and water, excess power, good plowing, freedom from vibration, and practically every point of value to the user.

The Sawyer-Massey Gas Tractor is famous for its efficient and reliable work in every community where one is in use. It is as efficient in actual work as in the contest. It is one of the finest farm power machines in Canada, and the testimony of its many users bears out our claim that it makes money for the farmer and friends for the dealer.

Sawyer-Massey Steam Tractors

Sawyer-Massey Steam Tractors are known and given first place throughout Canada. They are correctly designed and strongly and honestly built. In efficiency, ease of operation and durability they are unexcelled, and they are famous for their easy steaming qualities and economy of fuel and water.

There is a full line of Sawyer-Massey Steam Engines of many styles and sizes, from a 30 horse power portable to a 115 horse power tractor. They burn any fuel—coal, wood or straw—and will meet the requirements of any farm.



Write for our New 1915 Gas Tractor, Steam Tractor, and Thresher Catalogues, and get the particulars about these Machines.

Sawyer-Massey Company, Limited

BUILDERS OF STEAM AND GAS TRACTORS, THRESHERS AND ROAD MAKING MACHINERY

Head Office and Factory: HAMILTON, CANADA

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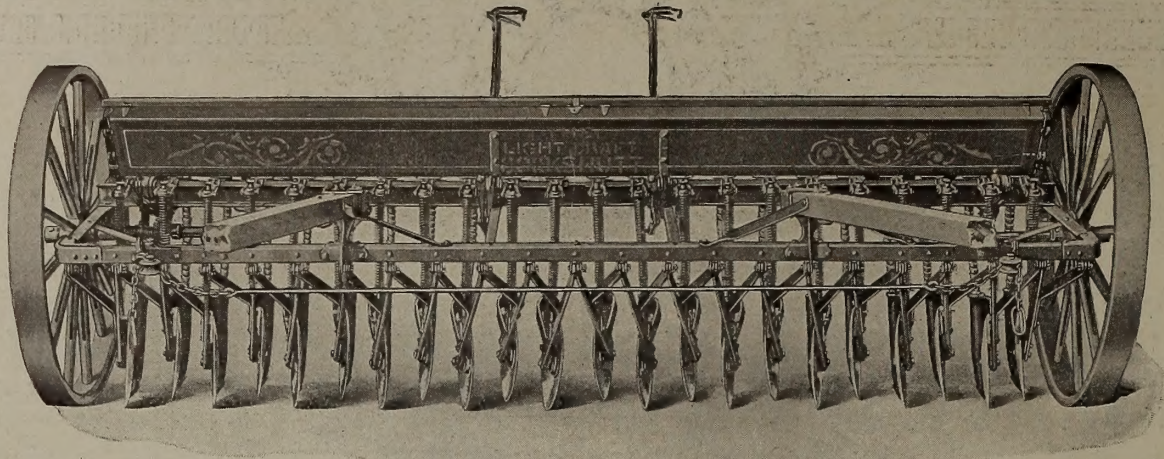
WINNIPEG, Manitoba

REGINA, Saskatchewan

CALGARY, Alberta

Agency: Buenos Aires, Argentina

SAWYER~MASSEY



Built in 14, 16, 18, 20 and 22 sizes. Fitted with either Single or Double Disc Boots or Drag Shoes

COCKSHUTT LIGHT DRAFT DRILLS

More land was turned up last fall than ever before in the history of Western Canada. That means more crop will be sown in the spring. Every minute of seeding time counts, and the busy farmer is going to insist on buying a seeding machine that will not waste his precious minutes by heavy draft and breakdowns.

The excellent reputation of the Cockshutt in every Province is its best recommendation. Prospective purchasers are probably aware of its good name and will look to you to supply the machines. Do not disappoint them.

The Cockshutt has Made Good for these Reasons

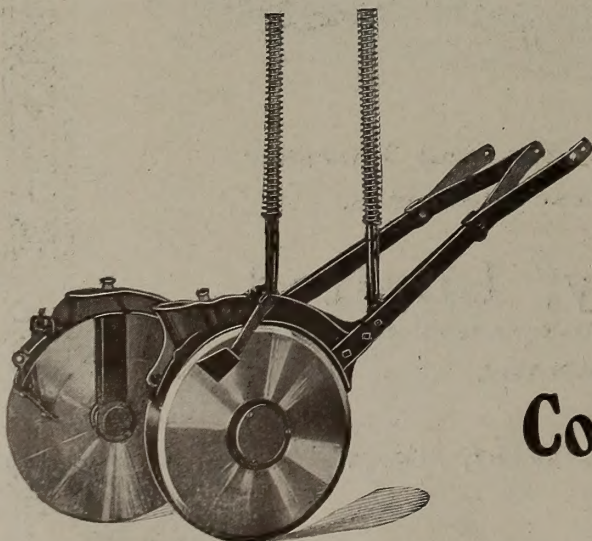
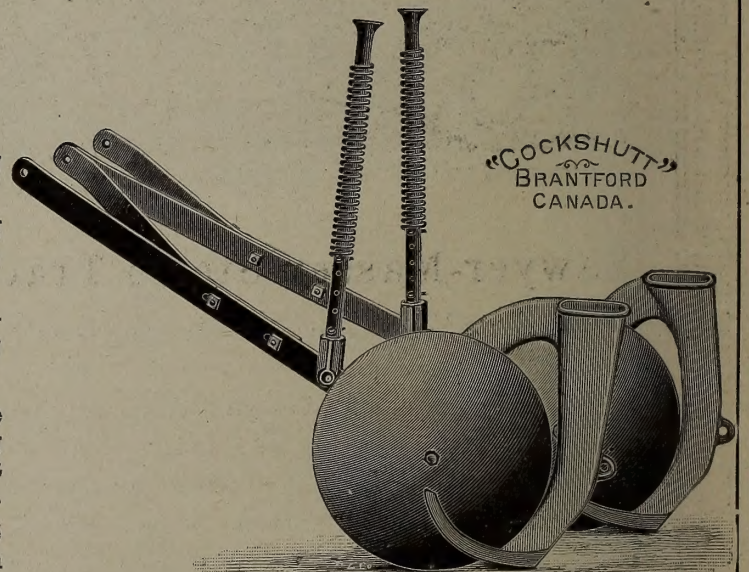
It is substantial in every detail—stands hard work and long use. Best qualities of materials used throughout.

It has oiling facilities that keep all working parts running smoothly. They are easy to get at and make light draft on horses.

Across the frame is placed a heavy channel steel bar that prevents all chance of frame or grain box sagging. No binding of working parts to cause heavy draft on the Cockshutt.

Because it has a force feed delivery of grain from the box to the tubes and furrows. A device that insures the grain getting into the ground in the best possible shape for prompt germination—no cracking, bruising or breaking of kernels.

And because it is adapted to all classes of seeding. Single Disc, Double Disc, and Drag Shoes are interchangeable on the same frame.



The Cockshutt line of farm implements and equipment is complete. Machines for every season of the year. The Cockshutt agent's sales are not confined to certain seasons. A full line of Plowing, Seeding, Cultivating, Haying, Harvesting and Chore Machines—as well as vehicles of all kinds—always at your command. Now is the time to get lined up for next spring's trade. Information cheerfully given concerning any line of implements.

Cockshutt Plow Company, Limited

Winnipeg

Regina

Calgary

Saskatoon

CANADIAN FARM IMPLEMENTS

Vol. XI., No. 1

WINNIPEG, CANADA, JANUARY, 1915.

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Per Copy, 10c.

A Market for Canadian Implements

Can We Produce for Russian Requirements?

When one considers for a moment the immense area of Russia, both in Europe and in Asia, it can be readily realized that to supply the present and future implement needs of that country a tremendous outlet awaits the manufacturers of farm implements and machinery. After allowing for American and other competition, the Canadian and British manufacturer of this class of goods should find orders sufficient to greatly increase our export trades. To secure a large percentage of the market should be no insuperably difficult matter after the present war has been concluded. Russia is one of our allies against the arrogant aggression of Germany, and in the future the Russian will welcome gladly the representatives of implement manufacturing concerns located in the British Empire. Our goods have behind them a solid reputation won by years of honest service, and if Canadian manufacturers were to combine and send out representatives who can speak the language, who are empowered to accept orders, and who thoroughly understand the goods, there can be little doubt as to the result. It will, however, have to be remembered that in many cases the implement or machine may have to be modified slightly so as to meet Russian requirements.

Let us look for a moment at the implement status of Great Britain and Germany as regards the Russian market. Of late years Germany has greatly increased her trade in agricultural implements, while the trade of Great Britain has remained practically stationary. Starting thirty years ago Germany has shown remarkable progress in her export trade with Russia, and also with other countries. In 1912, for instance, her exports of agricultural implements and tools reached a total value of \$7,155,000,

while that of Great Britain for 1913 only reached \$3,729,500. In the ten months ending January, 1914, Canada's exports of agricultural implements of all kinds totalled \$5,580,241. Of this amount 91 per cent went to European countries.

What is the reason for Germany's success in the implement export business? Certainly not because her goods are better than those produced in other countries, nor because they are lower in price. The reason is that in this, as in every line, German manufacturers have studied the mar-

machines, electric motors and the like. So much for past conditions.

It is safe to assume that now, and for some time to come, Germany will not sell many implements in Russia, and even although she could there now exist in Russia a great prejudice against all goods of German origin which will be a long time in dying out. Ivan has a slow mind, but when he is aroused he has a most malignant memory towards any nation who invades the confines of Holy Russia. The fact which concerns us is that Russia's implement imports from

dish and English agricultural machinery, and expects to test French implements and machinery. All these trials will be completed by the opening of navigation in the spring, when negotiations will be commenced for the large purchase of farm machinery for Russia and Siberia. Sweden is arranging already for the exportation into Russia of Swedish implements and machinery. The superiority of our Canadian-made implements we are sure is recognized in Russia; should not Canadian manufacturers make an effort to capture a part of this great trade opening.

How can Canada best strike for this trade? Canadian implement manufacturers have been hard hit by the war, especially those who did a large European business. While some firms are powerful enough financially to send out their own representatives, many makers of implements or implement specialties cannot afford to do so. In such a case it might be wise for Canada's implement manufacturers to consider the scheme tried by a group of small steel manufacturers in Sheffield, England. These firms have co-operatively agreed to send agents into all the Russian markets where Germany has any foothold, thereby lessening the cost per concern.

Considering the Demand

The Russian Government has for some time, and wisely, given a premium to home manufacturers on the output of their factories. In spite of this fact the demand for all kinds of foreign-made implements, from steam tractors down to the humble hoe, shows an annual upward tendency. This, of course, is purely the result of the immense agricultural development of the country during the past twenty years. It will be many years before Russia can hope to supply her own demands for farm imple-

Farm Implements and Machinery made by, and imported by, Russia during 1912

Articles	Made in Russia	Imported	Total
Machinery for tilling.....	\$5,396,000	\$3,240,000	\$8,636,000
Drills.....	4,276,000	1,664,000	5,941,000
Harvesting machinery.....	6,368,000	13,157,000	19,525,000
Threshers.....	5,606,000	3,203,000	8,809,000
Grain cleaners and sorters.....	1,271,000	580,000	1,851,000
Fodder machines.....	685,000	301,000	986,000
Motors.....	1,365,000	3,223,000	4,588,000
Other machines.....	2,136,000	7,358,000	9,493,000
Total.....	27,103,000	32,726,000	59,829,000

kets and have made what the people ask for instead of requiring them to buy goods produced for other countries! Trained salesmen, speaking languages fluently, have fine-combed every trade area in the world for the German manufacturer.

For farm implements Germany's best customer has been Russia. In 1912 she sold implements to Russia valued at \$2,429,500, while Austria exported to the same country implements to the value of \$751,000. Compare with this the insignificant exports of Great Britain to the huge dominions of the Czar, which stood, in 1912, at only \$11,500. In all cases the figures quoted are exclusive of the value of locomotive engines, threshing

Germany and Austria aggregate in one year \$3,180,500. A percentage of that trade should in the future come to the implement manufacturers of Canada if they will go after the market. For the makers of heavy machinery, tractors—both steam and internal combustion—it should be interesting to learn that last year Germany sent to Russia that class of machinery to the value of \$1,670,000. Add to this her exports of other types of farm machinery and the German implement sales in Russia alone stand at nearly four and a half million dollars.

Combined Selling Efforts

Following on the effects of the war the Chief Management of Land Settling and Agriculture in Russia has made trials of Swe-

ments. Commercially she has only begun to awaken, and so far as Russia-in-Asia is concerned practically nothing is manufactured for agricultural processes.

This is why you will find to-day a well-known make of Canadian binder all over the vast agricultural territory of southern Siberia.

Russia is essentially a pastoral country. It will take a long time to transform the peasant into a skilled machinist, and as a matter of fact the Russian peasant does not like the concentration necessary in performing mechanical operations. Here and there in Russia firms have been established for the production of implements, but the production is too slow for the existing demand.

What Does Russia Require?

To get Russian trade we must supply just what Russia wants in the farm implement and machinery line. As an instance, the swing plow is used almost exclusively in England yet is not favored by the Russian farmer, and very few will use them. Yet the British manufacturer has persisted in pushing this type of plow in Russia, although the Russian wants a plow he can put into the soil and leave to itself while he walks beside it till he reaches the end of the furrow. Practically all plows in Russia are therefore fashioned after the Sock and German "Eckart" type, which are very popular. This fact has been due to the makers of these plows striving to suit the Russian ideal of a plow, while apparently the original model should have met the requirements. It is this faculty of making to suit the market which has gained for Germany the great percentage of the foreign trade she has enjoyed.

To properly cater to the Rus-

sian market there are, beyond producing goods to suit the individual taste, other factors which the Canadian implement manufacturer must consider. Catalogs must necessarily be printed in the Russian language, and all weights quoted be in kilogs or "pounds," while sizes should conform to the system of measurement in vogue in Russia. Prices would have to be in roubles and their units so that the dealer could readily calculate the cost delivered of any implement he might be inclined to order. Such simple requirements should not be beyond the power of Canadian implement producers, and if the market was seriously entered there is no reason why Canada, along with the United Kingdom, should not divert to the British Empire at least five-sixths of the huge trade which Germany and Austria have hitherto done with the great nation with which they are now at war on their eastern frontiers.

The Question of Expenses

"To do a successful business one must sell something one's customers need for some money you need. The money received must be sufficient to pay the cost of the article to you, the cost of doing business or selling, and a profit to yourself."

These were the opening words of Capt. A. B. Sessions in an address on "Cost Accounting" to the sixteenth annual convention of the retail implement dealers of South Dakota. And we think that Capt. Sessions hit the whole idea in a most terse manner in that one paragraph. A few extracts from his speech should be interesting and instructive to all of us—we regret that space limi-

tations will not permit its appearance in full:

"However much you benefit your customer by the sale you will receive no benefit yourself unless you make a dollar or two that you can put in the bank after you pay the cost, including freight of the article, likewise the rent, light, heat, postage, clerk hire, interest, insurance, depreciation and a salary to yourself.

"You are worth some money to your business. You would draw wages if working for someone else so you must draw wages from yourself before you can figure a profit.

"Do any of you guess at how much it costs you to do business? If so, I hope you will reform from this hour, for if you are guessing you might better be working at \$2 a day for someone, because then you would know what your annual income would amount to.

"I do not suppose any of you are selling goods at a loss, but inasmuch as four out of every five retailers fail at some time during their business life, there is a general impression that someone is doing business on guesswork. Of course, it is always the other fellow, and it is the other fellow to whom I am talking.

"In a retail business, whether implements or otherwise, cost accounting means keeping track of capital invested, the number of turn-overs annually, the items in stock, and the expense of doing business sub-divided so that you may intelligently tell where to spend more or where to spend less.

"As to methods of finding your expenses, each man must find his own. My own idea is that the easiest way to keep track of expenses is to transfer the cash to a six-column journal. It is easier to add up a column than it is to

go through a cash book and separate the various accounts. However, each man as he likes. Only some way, and every week, separate your expenses into their appropriate accounts and keep a ledger account of each expense item so that you will always have the figures ready for comparison.

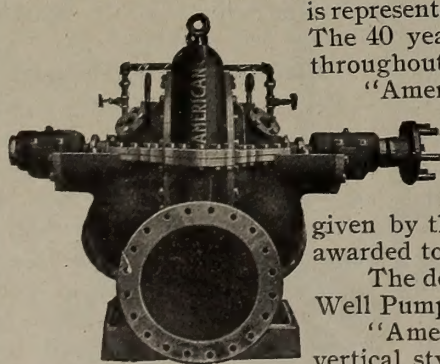
"You cannot cut expenses so that you can sell \$10,000 worth of goods on a capital investment of \$10,000 without losing money. If, with a slight increase of expense, or none at all, you sell \$15,000 worth of goods with a capital investment of \$5,000, your business would show a fine profit. Keeping track of expenses, and of the lines you are handling, in other words, cost accounting, is the method.

"In talking about expenses, Gov. J. E. McDougall, of Britton, said that an average year in his implement business gave annual receipts of \$30,000 on a \$10,000 investment. Three turn-overs a year! How many of you are doing that? If you are not you have something to work for. Your secretary tells me that the average cost of doing business among the implement dealers of South Dakota is 17 per cent. If you don't keep books, so you know what your percentage is, I warrant it costs you more than 17 per cent. The best way to cut expenses is to **keep track of them**—it is the only way that counts."

E.-B. Co. is Busy

The Emerson-Brantingham Implement Co., Rockford, Ill., has been for some time running its factories eight hours daily, five days a week. The company has now increased this schedule to full time, that is a ten hour day, six days weekly, with promises of still greater activity.

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

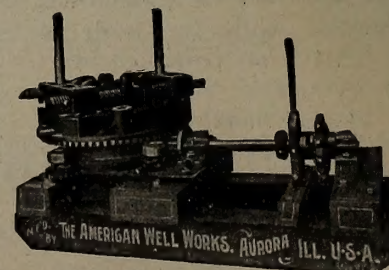
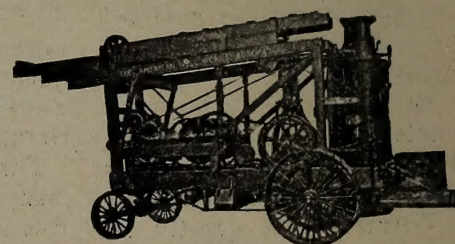
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied Territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



New Rumely Publications

The 1915 line catalogs just published by the Rumely Products Company, Inc. will stand out prominently among similar publications in the implement field this year.

There is a separate catalog for each of the three lines—Rumely lines, Advance lines and the Gaar-Scott line of threshers and kindred machines, manufactured and handled by the Rumely Company. The books give complete descriptions, specifications and equipment of all the machines in the three lines and they are profusely illustrated. We show a reproduction of them on this page.

The Rumely Company considers these three new publica-

firm and the make-up and typography are of an unusual excellence. Photographs taken from above, showing the various tractors of the company, with the important features indicated by arrow heads and marginal notes are a novel feature. The various component parts are illustrated by fine photographic reproductions showing in a clear and entertaining manner the design and construction of the engines and threshers produced by this well-known concern.

R. A. Lister Publications

We recently received from the R. A. Lister Co., Winnipeg, several exceptionally fine publications connected with their well-known lines. Leading among

its high tension magneto and automatic lubrication the Lister engine has a very low fuel consumption, and its large sales testify to its popularity.

Lister grinders, circular saws, pumps, pulleys and clutches, semi-automatic electric lighting plants, also the Lister milking machine, are featured in a most attractive manner.

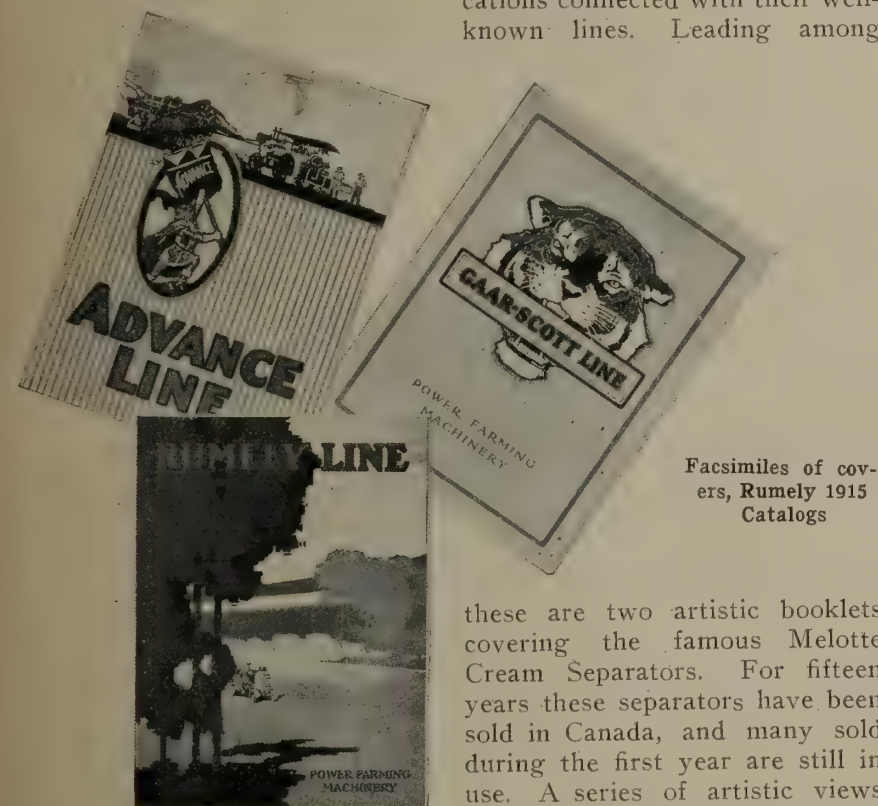
As an adjunct to the dealer's library these publications should prove of the greatest value. We believe they will be sent upon request by the R. A. Lister Co., Galt Building, Winnipeg.

Comprehensive Cockshutt Catalog

There recently came to hand the complete catalog of the Cockshutt Plow Company, Brantford, Ont., No. 36, for 1915. This publication possibly excels any previous complete catalog published by this well-known plow company. Opening with an exceptionally fine view of the head office and factory at Brantford, there follows well over one hundred pages of most artistic typographical and engraving matter. Engine gangs, brush breakers, riding, walking and sulky plows, potato machinery, harrows, cultivators, corn planters, drills, manure spreaders, etc., this catalog is a veritable encyclopaedia of modern machinery for use during every season of the year. Interspersed with the descriptive matter and illustrations of the various types of plows, etc., are very fine full page illustrations of Cockshutt implements in operation in all districts of Canada. From Prince Edward Island to the far Pacific coast the name "Cockshutt" is synonymous with farm implements, and it is a revelation of modern production to see the many types of implements which are necessary in different areas between those far-severed points.

The descriptions and features of the various items in the line are clearly and briefly given, type, description, sizes and weight being tabulated. An index gives the reader the type of implement he desires to look up without a moment's loss of time, while an opening index gives the sections devoted to different kinds of implements. The catalog is 11 by 8 inches, a handy size, and should be an admirable addition to the catalog file of Western implement dealers.

It's a deaf man who wants a little hear below.



Facsimiles of covers, Rumely 1915 Catalogs

these are two artistic booklets covering the famous Melotte Cream Separators. For fifteen years these separators have been sold in Canada, and many sold during the first year are still in use. A series of artistic views show the exterior and interior of the Melotte factories at Dursley, England, from whose busy machine shops Melotte separators are shipped to wherever the cow is to be found. In mechanical design and excellence of action the Melotte is too well-known to require any description. In its many sizes and great range of capacities it is an adjunct that the farmer reckons among his virtual necessities.

Another booklet covering the Lister Gasoline Engine is one of the finest publications to the trade we have seen. In an embossed cover and printed on superfine paper the typographical work and illustrations are such as are seldom found in a publication of the type. Full details are given of the Lister engine in its various sizes, these being 2, 3, 5, 7, and 9 h.p., a series of excellent wash drawings showing the component parts of the engine. With

tions the most complete and comprehensive catalogs they have ever issued, and those interested can get a good idea from them of the excellent machines the Rumely Company is offering.

As usual, the Rumely catalogs are well gotten up, but more important still, they give a man first hand and complete information of the extensive line of Rumely Power-Farming Machines.

The catalogs are now ready for distribution from the Rumely branches and the Rumely general offices at Chicago.

J. I. Case Catalog

We are in receipt of the 1915 catalog of the J. I. Case Threshing Machine Co., of Racine, Wis. Printed on high grade paper this catalog is certainly a credit to the

R. A. Lister & Co. Limited

WISH YOU
A
HAPPY
AND
PROSPEROUS
NEW YEAR

Your Prosperity for 1915 is assured if you will participate in the liberal commissions offered by our contract.

Lister Gasoline Engines

The Engine which received the Highest Award of any engine offered the trade at the 1914 Winnipeg Engine Demonstration,

ALSO

Melotte Separators
Milking Machines
Grain Grinders
Electric Lighting
Plants, etc.

MAKE A GOOD
RESOLUTION!

Write today for Commission Contract and Prices to

R. A. Lister & Co.
Limited

WINNIPEG MAN.

Cow-Tail Tamers

What individual who has ever milked a cow but recollects the feelings which surged through his breast as that docile animal slapped her unkempt tail across his (or her) face. In one of his quaint epistles in Toronto Globe, Peter McArthur, the farmer sage of Ekfrid, details how he asked readers to tell him how to keep inconsiderate cows from acting so. He says:

"The next mail brought me five tail-holders from three correspondents of the same family name. Apparently they had collaborated on the invention, or are the heirs of the original inventor. Last week I received three more samples of the contrivance from kind-hearted farmers who understood my troubles and sympathised. Apparently there is only one tail-tamer on the market, and I have no hesitation in saying that no other is needed.

"If those who own it would form a merger, manufacture on a large scale and push sales wherever cows have tails, they would all be wearing diamonds in a few months. A man once made one hundred thousand dollars by inventing a hole in a watch-key, and I am confident that a man of equal enterprise could make ten or a hundred times as much from this filler of a long-felt want.

"The incomparable cow-tail tamer is a simple little contraption made of steel wire, and is as easy to adjust as a harness snap. Indeed, the part of it that catches the cow's tail is much like a kind of harness snap that was at one time on the market. With this

snap you catch the cow's tail and a looped spring attached to it is hooked around her leg. When once in place it would hold even the triple expansion tail of a kangaroo or an alligator. When I first put it on the red cow she tried to flirt her tail, and wriggled her spine clear up to her front shoulders, but she couldn't budge it. Then she turned her head and looked at it with the nearest approach a cow can make to open-mouthed wonder. For the first time in her haughty and cantankerous career she was milked without managing to swipe me across the face. And it did not hurt her any more than if one of the children had stood and held her tail—an expedient that has been resorted to in fly-time. Although I have not tested it, I should say that my temperature at milking time is about five degrees lower than it used to be. I wouldn't think of milking without first placing the tail-tamer in position. One day I did it, because I had taken the contrivance to the house to show it to a visitor, and the things that cow did to me were unspeakable. She apparently started in to get even for all the times her tail had been held in durance, and I had to milk her with my eyes shut. Now I have a bunch of tail-tamers hanging on a nail, and I never fail to get one when I get the milking stool. The only trouble with it is that I now have so quiet a time when milking that I sometimes get absorbed in thought and forget to remove the tamer when I am done with it."

No man ever got rid of a vice by lying out of it.

Milking Machine Economy

A farmer in Will County, Ill., writing in the Farmers Review gives some interesting figures regarding the installation of a milking machine on his farm. He says:

"My books will show that the installation of the milking machine on my farm has saved me an expense which will come close to 12 per cent, and it has easily increased the efficiency of the milking force 200 per cent."

These figures may seem exaggerated, but an investigation of his books proves them up to the hilt. Before he used milking machines he had to keep three men the year around, and it took them over three hours to handle the 24 cows. With the installation of the machine it now takes the farmer just one hour and ten minutes to milk 21 cows, the capacity of the dairy barn.

This means a saving of four hours daily in milking, and time is not the smallest item saved. Where three men were used before to care for the 24 cows, one man now runs the milking machine, and with a little hustle he can keep up with the machine and handle the milking alone. The economy is easily realized. It means the saving in wages of two men the year around at the average farmhand salary.

When Separator Agents Invade

The following gem is from the Potato Hill correspondence of the Atchinson Globe, and it certainly outlines humorously the persistency of the ubiquitous cream separator salesman:

"Roy Lister, who has only two cows, lately bought a separator; and the neighbors say he does not need it. But Mr. Lister says he 'would not do without it.' A man always says that, to justify himself, when an agent squeezes him.

"Arrangements are being made to hang a bell on a pole at Potato Hill bridge, and Roy Clark will ring an alarm every time an agent starts into the neighborhood. Then the neighbors will help each other handle the invaders. When a separator agent has a well rehearsed story, a farmer who has had no experience with separators has no show with him.

"At a meeting of the Look Out Club last night Mr. Lister was appointed a standing committee to assist those of his neighbors attacked by a separator agent. Two taps on the bell at the bridge following the general alarm will indicate a separator agent. Four taps following the general alarm will indicate a candidate; but any farmer can handle a candidate. Separator agents, however, are a different proposition; they're almost always smarter than book agents, and nearly as smart as some insurance agents."

Wages Paid Norwegian Dairy Workers

In the creameries and dairies of Norway and in her milk utensil plants skilled laborers are paid the equivalent of 16.6 cents per hour; ordinary workmen 9.1, 9.6, 10.2 and 11.3 cents. A few boys are employed, their pay being 8.6 cents per hour. Women and girls receive 4.8 to 6.7 cents per hour, according to the length of time they have been employed. These are union wages. Fifty-seven hours constitute a week's work.

Foremen of can shops are paid 16.6 cents per hour, as skilled laborers, unskilled workmen 11.1 cents, women 6.2 cents, and boys 9.6 cents. Much of the work done in can-making shops, however, is piecework.

In addition to board and lodging, which are always furnished dairy-farm employees, women, who perform a large proportion of the work on these farms, are paid \$5.36 to \$6.70 per month; youths receive \$8.04 to \$10.72, and men \$10.72 to \$13.40 per month. Extra helpers during busy seasons are paid 67c to \$1.34 per day of 10 hours.

The fool's idea of popularity is to have a great big funeral.

EMPIRE Mechanical Milkers

are the biggest thing in farm trade today. Over a thousand are already in daily use. They are entirely successful and very simple. They are wanted by every farmer keeping 8 or more cows and are easily within the reach of all. The market is big—it actually surrounds you—its hands are outstretched to you, demanding Milkers at once, in large numbers. It is your big chance. There is a wide open door for you. Those getting into the Milker business at once will make big profits.

The demand for EMPIRE Milkers is so eager and so universal that the dealer who sells them jumps immediately into the public eye. You get more than the Milker business. You get a lot of general business that interest in the Milker draws to you and that our advertising creates for you—also you get the business from the rest of the EMPIRE Line.

EMPIRE CREAM SEPARATORS

are now being bought by the grandchildren of those who purchased our first machines. What better endorsement can you ask?

EMPIRE STA-RITE GASOLINE ENGINES

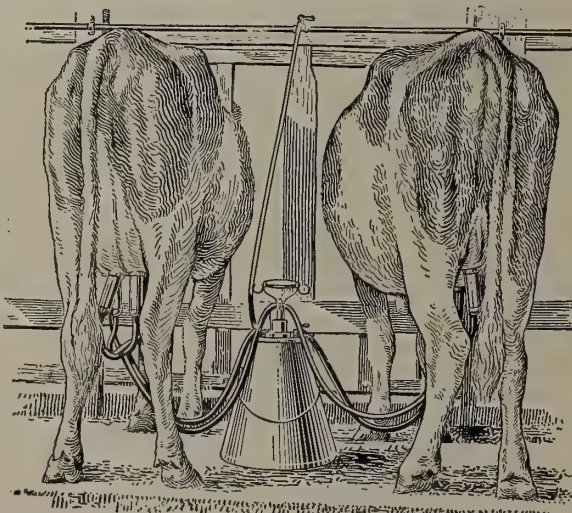
are exceptionally dependable and are unusual value for the price. Ten years hard service have proved it.

BALTIC CREAM SEPARATORS

\$15 and up. The best low price separator money can buy.

The Best Agents wanted at once. We offer you a fine business proposition

THE EMPIRE CREAM SEPARATOR CO. OF CANADA, LTD.
TORONTO, Ont. WINNIPEG, Man.



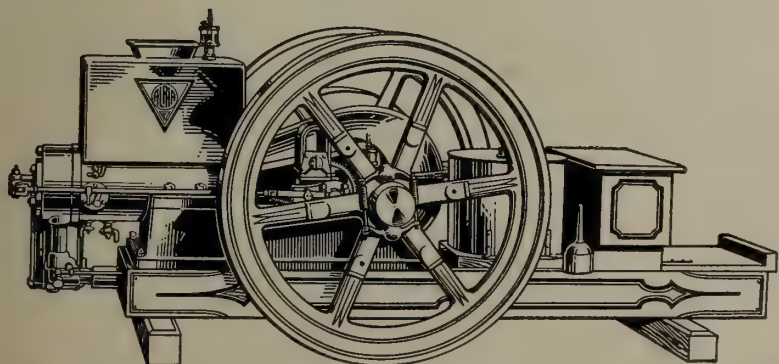
Two-cow EMPIRE Mechanical Milker in Operation. One user states his 11 year old boy milks 55 cows in 90 minutes without trouble.

Line up with De Laval for 1915

The dealer who handles De Laval Cream Separators, Silos, Gas Engines and Dairy, Creamery and Farm Supplies in 1915 will not have to waste any time trying to convince his customers that he handles high grade goods.

The name "De Laval" behind any machine or merchandise is a guarantee of quality and service that is recognized by every dairyman and farmer in Canada.

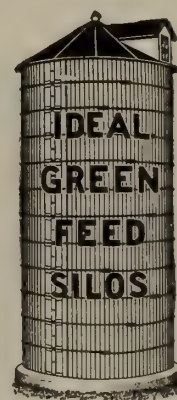
That means more business, better business, easier sales and easier collections for the dealers who hold De Laval Contracts.



The Alpha Engine is in a class by itself. Sell Alphas and forget what engine trouble is.



The world's standard De Laval. The easiest Cream Separator to sell.



More of these Silos are sold in Canada than all other makes combined.

De Laval Dairy Supply Co., Ltd. WINNIPEG VANCOUVER
MONTREAL PETERBORO

The Neglected Windmill

It is axiomatic that, however the prices of gasoline or kerosene may fluctuate, whatever their conditions of supply and demand, the winds that blow from all points of the compass shall still make their trackless way across the vastitude of the Canadian North-West, pure, austere, powerful—the most economical prime mover given to mankind!

Think of the wind. Out on treeless prairie the force of that air pressure blows and drifts the soil—it rapidly dissipates the natural precipitation, and adds yet a little more to the discomfort of the homesteader. Consequently wind is often looked upon as a drawback by all save sailors, or by perspiring city dwellers when the thermometer registers 95 in the shade.

Why curse the wind when it can be used? Can it not drive a windmill to pump water? Through its agency cannot trees be grown to protect the farm buildings from harsh winds, nice vegetable gardens can be laid out and a good lawn in front of the farm home will beautify the premises and be a relief from the dust blown swathes of sun dried prairie land.

Considering the cost of the windmill, the farmer should not be hard to appeal to. The average windmill, erected and with pump, should not cost much over a couple of hundred dollars. In central Kansas a case is cited of an ordinary ten foot direct stroke windmill on a low tower which draws water from about 80 feet,

operating a three-way force pump to furnish water for a complete and modern plumbing system in the seven-roomed home of the farmer.

Time was when the windmill was used almost exclusively for pumping stock water, and there its functions ceased. But nowadays windmill power can be used in a great variety of ways, notably in supplying running water for the kitchen and bathroom. How different from the old days when, on Saturday night, members of the family had to take turns in performing their ablutions in a tub which was filled by a relay of kettles of water heated on the stove.

Nowadays we can have our tank windmill, from the reservoir of which the water is piped into the house, and we have our heater to warm it. What a boon for the farmer and his sons when they return from the field tired and perspiring. No more back-breaking pumping to stock, no more weary carrying of water for the tired-out women folk!

The other day the Lieutenant-Governor of Saskatchewan made the statement that "farm life stinks in the nostrils of the farm women from Atlantic to Pacific." We believe this, and we back that right worthy gentleman in his statement. And farm life will be odorous to the farm women just so long as the farmer thinks more of increasing acreage or adding to his live stock than of adding to his equipment such things as the windmill, whereby the lot of the

farm woman may be lightened. So far as the dealer is concerned the windmill has a thousand and one arguments in its favor. More truly than of almost any mechanism can we say that "its first cost is its only cost." It does not require an expert to set up windmills. With the concise instructions furnished by the manufacturer, any farmer can do it for himself—and subsequent attention is a small matter compared with, for instance, the care necessary with an engine.

Get out on the windmill trail, Mr. Dealer; write firms who specialize in their production and learn all you can regarding them. Low initial cost, negligible cost of upkeep—one fact heaped upon another can easily prove to your customers the value of the whirling windmill.

A Handsome Calendar

The Sawyer-Massey Company, Hamilton, Ont., have forwarded us one of their 1915 hanger calendars, which is quite up to the usual artistic excellence of the publications by this company. A finely colored re-production of a painting by Edouard Cabane—that of a little girl—is the main feature of the calendar, beneath this being displayed in their colors as painted views of two of the company's steam tractors, a 45 h.p. gas tractor and a Great West separator. Three months of the year are displayed at one time, the type sizes being quite large so as to be easily read. As a feature in the office of the dealer the 1915 S-M. Calendar should be a popular wall decoration.

Massey-Harris Warehouse Burned

During a disastrous fire at Buchanan, Sask., on January 4, the Massey-Harris warehouse, owned by Mr. Swellerhonoff, was completely destroyed. The value of building was \$1,000, and contents \$1,000, the insurance being unknown. The harness shop of Carl Iverson, building and contents valued at \$3,200 was also burned down. The insurance on latter was \$1,500.

Serious Explosion in Implement Warehouse

A serious gasoline explosion took place on December 29 in the branch house of the International Harvester Co. at Estevan, Sask. Three men were engaged in cleaning a tractor with gasoline

when the vapor from the liquid exploded with terrific force. The warehouse in which the tractor was located seethed with flame in a few seconds. Two of the men, M. Brown and J. A. Caldwell, were seriously injured but got out of the building, but the third, George Aikenhead, was burned to death. After the flames had subsided his charred body was found. The poor fellow who met an untimely death leaves a wife and one little daughter. The damage to the warehouse through the explosion is estimated at \$5,000.

Weins Only Wields the Big Stick

On page 18 of our December issue we made a few comments regarding the action of a certain apostolic autocrat of the Mennonite church, to wit Bishop Jacob Weins, who excommunicated a merchant of that faith because he sued poor pay customers. We are glad to hear that all the dignitaries in this particular air-line to the hereafter are not like Weins. In this connection we give, herewith, a letter on the subject which we received from Mr. J. A. Loeppky, a prominent implement man in south-western Saskatchewan. He says:

Canadian Farm Implements,
Winnipeg, Man.

Dear Sirs:

Your article in December issue, with its heading, "When Law is Barred," is rather interesting, especially so, for one who is familiar with the Mennonite doctrine—etc. I quite agree with the Editor of your paper that the thirty-four thousand and two hundred dollars (\$34,200) for which Heinrichs sued his former church might be a just cause—and no doubt is coming to him!

I, however, wish to make an allowance here, so as not to be misunderstood, viz., that it should not be considered that Bishop Jacob Weins, who put the hobbles on Heinrichs by excommunicating him, is by any means the head of all the Mennonite churches, or that his religion could be applied to the majority of them. It is quite evident that the general Mennonite religion is practically the same as other Modern Churches, and is not interfering with political laws at all. It, however, is a well-known fact that the particular church in question has many by-laws, which are prohibiting its members even to live in town, consequently a black sheep like Heinrichs, who apparently has stretched the law considerably by going into business is, of course, excommunicated or boycotted.

It is strange that these Bishops of this church have been able to float their religion for so many years without striking a mine long ago, it certainly cannot be recommended for implement dealers, as they usually look for large territories, with a big scope of privileges.

Yours truly,
J. A. Loeppky.

Advertiiiiii

Oh! Agent in thy hour of eee's
If on this paper you should eee's
Forget the past and now be yyy's
Don't go to sleep but "advertiii's"
You'll find this project of some u'u's
Delay can offer no ex qqq's
Come, mend the error of your waa's
A silent business soon de kkk's.
T. I. Morgan, in De Laval Monthly.

THE JUMBO LINE




HIGH-GRADE GASOLINE ENGINES
Made in 1½, 2½, 4½ and 6 Horse Power
The engines of the JUMBO LINE are especially designed for economical operation.

THE LITTLE JUMBO FEED MILL
Capacity 10 to 30 bushels per hour. Burr 6 inches. Weight 90 lbs. Size of pulley 6x4; other sizes to order. Construction throughout of steel and iron. Durable, efficient. Fine adjustment of burrs admits of grinding grain to any degree of fineness required.

Implement dealers should write today for full particulars and prices of the JUMBO LINE. It is a money-maker for agents.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
Western Canadian Jobbers

Tudhope-Anderson Co. Limited

WinnipegReginaSaskatoonCalgary

Arguments for the Manure Spreader

The U.S. Department of Agriculture estimated that the number of cattle, sheep and swine in the United States at the beginning of 1910 were equivalent in manure value to sixty million one-thousand pound cattle. If these animals were yarded four months each winter the total manure production during that period would amount to 150 million tons having a crop producing value of at least \$200,000,000 above all cost of handling. It is a very conservative estimate, says a writer in The Harvester World to place the waste of this manure under the present system of handling at 25 per cent, or 50 million dollars annually.

No substitute at present known is capable of completely filling the place of farm manure, and no material on the farm is wasted in more heinous a manner. It is common to see stables and feed lots situated upon the bank of a stream or ditch where the most valuable portion of the manure passes into the stream. Consider a few of the benefits of manure:

1. Manure increases the supply of humus.
2. Adds plant food.
3. Makes the plant food in the soil more available.
4. Makes the soil warm.
5. Enables the soil to receive and retain more water and give it up gradually to growing crops.
6. Improves soil ventilation.
7. Aids in development of bacteria.
8. Helps to prevent washing.

Yet on the majority of farms manures are thrown carelessly where they are washed into streams or the fine particles are leached away or burned by self-generated heat and robbed of a large portion of their nitrogen. How can manure be worth much after it has been washed by rains, dried by winds, burned by combustion, rooted over by hogs and trampled into the soil by stock.

The greatest fertilizing value of the manure is found in the liquid portion. The full effect of neither the solid nor liquid constituents can be obtained except when used in connection with one another. When the liquid is lost, whether in yard or field, it carries with it the priceless plant food. The value of manure is lost by weathering, leaching, heating and rotting, also by being piled in the field and let stand. To save the value it must be spread when fresh with a manure spreader, or if this is not possible it should be stored in a

pit, or manure shed. On no account should it be piled in heaps in the field. All the liquid should be collected by abundant absorption in straw, which when got promptly to the field and spread, under the action of sun and rain means dollars to the farmer.

Meetings at M. A. C.

During Winnipeg Bonspiel the Manitoba Agricultural College will have a busy session of society meetings. The following bodies will meet:

Annual Convention, Bee Keepers Association, Tuesday, February 16.

Provincial Seed Fair, commencing February 17.

Home Economics Societies Annual Meeting, February 17.

Agricultural Societies Annual Convention, February 18. Good attendances are expected.

New Separator Plant for Plow Concern

The Rock Island Plow Co., Rock Island, Ill., have enlarged their plant transforming a part formerly used as a warehouse into a 70 x 90 foot one-storey building in which will be manufactured their own cream separators. The latter were formerly manufactured for the company in De Kalb, Iowa. The new part of the plant will be ready for occupation in the beginning of the year.

Army Wagons Ordered

The British War Office recently placed an order for 200 army wagons with the Port Arthur Wagon Works, Port Arthur, Ontario. These differ largely from the usual farm wagon. The box is arranged for a tarpaulin to be snapped on. The axles are extra clipped and have a steel skein. The pole is designed so as to stand any strain that is not abnormal. The above concern have already filled a previous Government order for 150 of these wagons.

An Editorial Comfort

In the unending search for copy the editors' of trade journals at the present day find comfort in turning to a page in the humorous philosophy of Josh Billings, wherein can be read these words:

"Mi private opinyun is—that originality in writing was plade out long ago, and the very best enny man kan do iz to steal with good judgment."

How you can dominate the Separator business

You, Mr. Dealer, who want to be known in your town as the seller of the world's best Cream Separator at a price lower than any other. Here is your opportunity.

We have brought the Viking Cream Separator over from Sweden where it is now the fastest selling, most efficient separator made and are offering it to you to sell to the dairy farmers of America.

Not only in Sweden, but all over Europe, the Viking has proved a sensation. It is proving a sensation in this country too.



Viking Cream Separator

One-third of the price of the Viking is all profit to you. At the same time, you can sell the Viking in direct competition to farmers who think they buy cheaper from some distant mail order house. Then you can sell the Viking in competition with any other equally first class Cream Separators and get the order because your price will be less.

The re-sale price of the Viking is far below that of any other equally high grade Separator made to-day. This picture you see here is the Viking Model C with a capacity of 550 pounds and it retails for \$45.00. Do you know of any other Separator that can give you the same satisfactory service and sell at anywhere near this figure?

You are certainly keen enough to see that the Viking dealer is in line to make lots of money. Why not let that dealer be you? Some one in your town is going to get the Viking Agency. If not you, it may be your competitor down the street.

EXCLUSIVE AGENCIES OPEN

We give these agencies for the Viking to only one dealer in a locality.

The territory is quickly being taken. Write at once and get our exclusive agency proposition. It is far better to have the Viking on your side making money for you than to have it in the hands of some competitor working against you.

Write at once for full particulars and get our complete exclusive agency proposition that will mean more money than you ever before made on Separators.

Swedish Separator Co.

1101 MONADNOCK BLOCK. Dept. G. CHICAGO, ILL.

Facing 1915!

Implement Dealers, fall in! Extend ranks and advance on 1915! We don't know what lies ahead but we go forward with confidence in the implement business; with our jaws set and an illimitable faith in the future of our country and the part we play in its economic system.

The sweetest joy in life is that which follows pain; the sweetest success in life is that which follows a stiff struggle to overcome the obstacles that beset one's path.

Each one of us faces a clean page—another annual chance to make good. We advance with the same temperaments, characteristics, ability and energy which we possessed during 1914. Also with the same weaknesses to overcome.

There was once a famous writer who was afflicted with a distaste for effort. In short he was, to be candid, lazy. Success lay ahead of him, but he whispered to the God of Work:

"Lemme alone for a little while. I must have time for Inspiration."

The God of Work grinned sardonically and grunted: "What I want is Perspiration—not Inspiration!"

That's the idea—to get busy, and to stay busy. The finest joy in existence is the glow that permeates your soul when you consider a job well done—a stiff sale made and the customer satisfied.

True we ended the Old Year in gloom, but never was night so dark that the sunrise did not bring fresh heart to the discouraged of the world.

There is nothing psychological in the depression that affects the world. It arose from perfectly natural causes. But there is a psychological side to the spirit of optimism which fills all of us at the threshold of a New Year. Business is on the upgrade. Even depression must hit the bed rock—and rebound! In the next few months, there will be a revival of buying. It is not too much to say that the farmers of the Canadian West are entering a year that will bring them an unusual measure of financial success. The farmer knows that to farm right, to get assured returns, he must use the proper implements and machinery.

What are you doing to find out what he will require this spring? Are you prepared to cater to the implement wants of your community? Surely, like the writer,

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JANUARY, 1915.

you are not "waiting for Inspiration."

If so, open your pores, both physically and mentally, and remember that "success" can be spelled as SWEAT.

In these days of stress and struggle, of sorrow and slaughter, men are drawing nearer together. That's a good sign! We can all of us be more considerate, more thoughtful of others. The greatest rule of all is the Golden Rule. Apostles of business theology call it the Square Deal.

Each of us, in our particular niche, should know what we ought to do. Cause and effect are the immutable laws. We must work to have results. Nothing great was ever done, whether in winning a battle or pushing a successful selling campaign, but someone had to sweat blood. Surplus pressure in the arteries is not good; the sweating system eases the strain and clears the intellect.

May each one of you, during 1915, find inspiration in your work, and may success and prosperity follow your efforts. All of us pass on to our place in the firing line. Whether failure or success is ours, let us put up a good fight. In Old Spain the peasants say in passing a phrase that comes to us as we write:

"Go, brother, with God!"

Dealers Yet to Be

Those who are the merchants of this generation necessarily cannot be the merchants of the next.

Who are going to take the places of the men who own the stores of to-day?

Obviously those who are to-day clerks, employees in those stores.

To-morrow's merchants are not going to be found ready-made any more than were those of to-day; they must begin at the beginning and develop, work up to ownership.

The business world needs the right kind of young men to take charge of stores and the sooner a young man makes himself fit to manage a business, the sooner he will be given a business to manage.

You young men who want to have stores of your own later—and those who have no ambitions to get ahead need pay no attention to this—should be making it your business to learn something new every day about the work required of the men who occupy positions higher up in the business.

In order to learn you will have to ask questions and look for information wherever it is to be found.

You ought to read all the business literature applicable to store work and store management that you can find.

Study the business magazines and the trade papers and the books available on business.

You can make yourself a power in business to-morrow by studying business to-day, or you can guarantee yourself an insignificant position in the future by taking no significant steps to-day.

The "Indispensable" Man

In the implement manufacturing and selling business, as well as in other lines of effort, there are concerns that believe in preaching the doctrine that no man is indispensable to the firm. Yet no concern should overlook the fact that this policy teaches the man that no firm is indispensable to him. We must ever recollect that it is a poor rule that will not work both ways.

There are thousands who cling to the old idea of letting every employee know that he is an exceedingly small potato. As a result many a firm who adopts this attitude toward their employees finds out that the men who are not indispensable come closer to being so than the firm realized. Such a firm consider it unwise—nay, unsafe—to ever allow an employee to know that the firm thinks well of him, or that his efforts are appreciated. Such a firm would not tolerate praise for efficient work or interest taken in the firm's business, and the mere thought of recognizing such effort by granting a salary increase that has not been asked would throw the management into a bow-knot of agony.

The fundamental fallacy in this line of conduct is in assuming that the worker never knows when he is doing well and never knows that his efforts are worth more than he is receiving for them. It happens generally that a good man is backward about forcing attention to his claims. Being an intelligent man, he assumes that other intelligent men will realize his worth. But after he works along a while, only to be disregarded, he generally decides that he can get recognition somewhere else, and it generally happens that some other concern knows that he is a good man, and calls him. Good men have a habit of emigrating to good concerns, and when they land in a good berth they pass the word that there are some more like them where they came from.

We have in our experience seen concerns that laid too much

stress on the "no-man-is-indispensable" idea. They discovered a few years too late that they had spent a lot of energy educating good men for other firms, also they find that their reputation as a concern is such that good men steer clear of their pay-roll if they can at all afford to do so. In fact the men who often stay with such firms are generally scared to risk changing their place of employment, because in their innermost souls they know that they have not the ability to deliver the goods which is essential to backing up a claim for more money or better treatment.

This becomes an automatic process. The firm who does not recognize the value of a man accumulates the least desirable class of employees and automatically shunts the men who should be paid more wages to stay on.

While we are on the subject, there is also that class of concern which believes that no employee is to be trusted, that every salesman or operative is out with the sole ambition to make good at fleecing from the firm in either time or money. Distrust never bred confidence, and that quality is essential to both man and master. Suspicion on one side breeds suspicion on the other. It's a funny standpoint this distrust of the employee. You will find it in employers who recognize the necessity of winning confidence from a horse or a dog through kindness and humane treatment. Must we presume that man has less intelligence than the dumb brutes?

A good man—even the best man—can be replaced. Even the cleverest man knows that! But the switch is always expensive, and generally costs a lot more than it would to hold on to the good man if it is at all possible to do so. The policy of hiring often and firing often has never been found to pay.

"The Baseless Fear of War"

Under that heading, so incongruous in view of present conditions, Andrew Carnegie wrote an article which appeared in The Independent on February 13, 1913. Nearly two years after, when it was suggested that the war-dogs of Europe have a Christmas armistice, Andrew said that to stop the scrap and start again would be unchristian. We admit it. In a meditative moment we read this two-year-old article of Andrew's, and a few quotations are not out of place if only to show how even the builder of the Peace Palace may err in his conclusions.

"Has there ever been danger of war between Germany and ourselves (the U.S.), members of the same Teutonic race? Never has it been even imagined. America, Britain and Germany in China marched their united forces under a German general to Peking, and so will these three Powers some day unite again when danger requires. We are all of the same Teutonic blood and united could ensure world peace. The fourth naval power is our ally of the Revolution, the sister Republic of France."

So much for the Teutonic race; now for a few virile words on the damphoolishness of men like French, Kitchener, Joffre or Jellicoe ever studying their business of preparedness for war. We read on:

"A man's profession is his hobby; therefore if generals are to decide how many soldiers we are to maintain, and admirals how many fifteen-million-dollar battleships we are to build to rust away, farewell to common sense, for there are no extremes to which men's hobbies may not lead them.

"True, few if any of our officers of to-day (referring to the U.S.—Ed.) have ever seen war, and thank God fewer still are ever to see it, but the professional hobby takes root early and grows apace."

Make Them Welcome

Ahead of every implement dealer there are a few months when the farmer will find more time to come to town than he usually does. While some men may prefer the pool hall or saloon the majority of farmers seem to like to wander into the implement store. It may be that they have to wait for a time until their wives are through shopping, or it may be that instinctive interest that every farmer feels in farm machinery. At all events the implement store is the place he likes to stay around, and it is a wise dealer who makes the farmer feel that he is welcome and wanted, and who has a cosy corner by the stove for him to occupy. What man who has been in a little country town or village does not recollect the tales told and experiences recorded around the fire in the implement store. At times that location becomes a veritable debating hall. If the farmer does not desire to purchase anything it is a poor policy to force interest in your goods upon him. He has come in in a purely friendly way, and he will recollect the fact of how you gave him a comfortable chair when he comes to town to

buy some new implements. If the dealer can afford the space he is wise to have a good big cosy corner for these winter days. A cheery welcome and a pleasant hour are great incentives for the customer to come back.

Loyalty Cuts Both Ways

No dealer has a right to expect scrupulous loyalty from manufacturers when that same dealer turns down loyal manufacturers in order to handle the goods of mail order factories whose only claim for consideration is a slightly lower price on an article that no self-respecting maker would put his name on. Loyalty, as in many other things, works both ways.

Resolutions for Retailers

In view of our entrance into a new year, when resolutions are in order, the following, as coming from a man with a wide knowledge of implement retailing, should be very typical:

First. Never to make unjust demands from the seller.

Second. Never to ask for unduly long credits except in urgent cases.

Third. Never to return goods for credit, especially after having held them an undue length of time.

Fourth. Never to overstock, but to study conditions in my territory and thus gauge the buying power with which I have to deal.

Fifth. To adopt only scientific business methods, which means that I shall departmentize my store, ever keep on the alert for ways of winning new trade and of holding old trade.

Sixth. That I shall figure my profits always on the selling price and that I shall always know the exact cost of doing business in each department.

Seventh. That I shall take advantage of all the aid extended to me by the trade press and the Dealers' Helps given by enterprising manufacturers.

Eighth. That I shall feel that the "other fellow" is my friend and not my foe. That I shall value associative work in my line of effort.

Ninth. That I shall do persistent newspaper advertising and win attention by making my ads say something.

Tenth. That I shall be an optimist and always endeavor to build up, leaving the tearing down process for anarchists and pessimists.

Personal

G. M. Manners has started a harness concern at Souris.

Frank Ortlieb has commenced a harness business at St. Gregor.

D. H. Sim has bought out the harness business of W. H. Roy at Innisfree.

W. R. Coleman has discontinued the retail implement business he carried on at Druid.

W. Madole has discontinued the implement business which he used to carry on at Napinka.

E. J. Gaetz has sold out his harness business at Craik, the purchaser being H. McCampling.

W. A. Baird has bought the implement and harness store at Sovereign formerly conducted by J. Ashton.

S. J. Woods, Sperling, has sold out his harness business to a knight of the leather named T. Thompson.

W. Bush, Consort, had the misfortune to have his harness store burned out. The loss is covered by insurance.

R. E. Auger has bought out the retail implement business at Radisson formerly carried on by W. E. Pocock.

H. Cameron has bought out the retail implement business formerly carried on at Shoal Lake by A. H. Culbert.

It is reported that the Taber Hardware & Implement Co. have discontinued operations at that Western point.

Edward Holland, Bannerman, has sold out his retail implement business at that point to a dealer named Lafrance.

We regret to note that W. J. Fennell suffered a financial loss through a fire damaging his premises at Canora.

The firm of Wagman & Hoffort, Odessa, have sold out their retail implement store at that Western point.

William Adolf has bought out the implement warehouse at Neudorf formerly carried on by George F. Wanless.

W. S. Paine has bought out the livery and implement business at Melville formerly carried on by John D. McDonald.

A fire at Yellow Grass, on December 18, did considerable damage to the implement warehouse of Frank Mills.

Henry Cochrane, an implement dealer at Carlyle, has taken a partner. The firm's name now is Cochrane & Thomson.

W. T. Baird has closed down his implement warehouse at Plenty. Evidently, so far as bus-

iness is concerned, this town has been mis-named.

The firm of B. Wellbanks, handling hardware and implements at Quill Lake, has been reorganized financially.

The Winnipeg concern known as the Engineers' Supply Co., has been closed up, the partners dissolving by mutual consent.

Watt & Addison, harness dealers at Castor, have sold out their shop to a firm trading under the name of Harman & Duncan.

J. A. Jarvis, agent at Red Deer for the John Deere line, does a good business in harness and farm produce as well as in the implement game.

Robert Lindsay is the latest addition to the implement fraternity at Rossburn, at which point he has opened a retail implement store.

The implement concern of McCaul & Mayfield, Alsask, has been broken up. In the future McCaul Bros. will carry on the business alone.

Davy Brothers, who carried on an implement business at Readlyn, have sold out their interests at that point to a dealer named Walter Egglesstone.

A. Douglas has taken over the hardware and implement business at Makinak which was formerly carried on by two dealers named Everest & Coulson.

Gillis & Elliott, McRorie, have split partnership in their implement business. A. Elliott will drop out of the concern, Gillis carrying on the store.

Code & Gould have sold out their implement business at Flaxcombe to a dealer named Harold Connolly. We wish Harold every luck in his new venture.

S. Sigfusson, who carried on an implement business at Ashern, has sold out his warehouse and stock to a couple of dealers named Campbell & Line.

The Wright & Mitchell Garage at Swift Current has been reorganized as regards management. In the future S. H. Mitchell will carry on the garage alone.

Thomas Sprague has bought out the implement business at Windthorst formerly conducted by J. M. Crowe & Co. We wish him luck at his new location.

The stock of W. G. Duggan, Camrose, who handled both hardware and implement lines, was recently sold off, one hundred cents on the dollar being realized.

At the end of the year John Adams, manager of the Saskatoon branch, Cockshutt Plow Co., was in Winnipeg visiting the

Western head office of the company.

The firm of Jay & Stevens, Hawarden, who handle implements, flour and feed, has been broken up. In future C. C. Stevens will carry on the concern alone.

A. Schimnowski has commenced a harness business at Gretna. We presume, from his cognomen, that he belongs to the Allies, though starting to operate very close to neutral territory.

The implement firm of Cran & McGill, Deloraine, has been broken up, the partners dissolving by mutual consent. Stanley H. McGill will in future control the destinies of the concern alone.

An extension is being made to the plant of the Western Corrugated Culvert Company at Saskatoon. This is the second extension in the four years in which the company has been in business.

A new concern recently incorporated, with headquarters at Shaunavon, is that of Mitchell Bros. Ltd. This amalgamation will carry on an up-to-date garage and a retail implement warehouse.

The implement business at Red Deer, formerly carried on by J. W. P. Hammond, has been taken over by E. Ramsey, who will do business under the heading of Ramsey Agricultural Implements.

The Queen City Plow Co., of Sioux Falls, S.D. has purchased the building formerly occupied by the Dakota Plow & Wagon Co., and have commenced the manufacture of plows and other farm implements.

The firm of Kalass & Olson, who carried on a retail implement and lumber business at Langenburg, has had a change in management. Mr. Olson retires from the business, which will in future be carried on solely by E. C. F. Kalass.

Our old friend Dan Sutherland, Foxwarren, was recently elected a councillor of that municipality. We are pleased to see that Dan has time to attend to civic affairs in spite of his continuous hammering away at work—in more senses than one!

Sanders & Dempsey is the firm name that graces the sign of a new implement warehouse in Killarney. In their location it surely can't be a long way to Tipperary, and we hope that for these two "bhoys" the business will be "right there."

Farmers don't always make a success of the co-operative sale of farm implements. The Farmers'

Elevator Co., of Broderick, worked along that line, but have given up the implement game. J. E. Alderson, a dealer, has taken over their stock at that point.

A. E. Donovan, Canadian manager for the Cushman Motor Works, of Canada, recently paid a business visit to the head office and factory of the company at Lincoln, Nebraska. While south Mr. Donovan visited several points at which goods for his company are produced.

The Renfrew Machinery Co., Renfrew, Ont., makers of a line of cream separators will shortly commence to manufacture shell cases for the British War Office. A contract has been awarded the company which, it is claimed, will keep the factory running day and night for some six months.

It is reported that the Strite Tractor Company, of Minneapolis, has received a request to quote on 2,000 gas tractors for export to be used on farm work in one of the countries of the belligerent nations next spring. The company, it is stated, will figure on the order but refuse to side-track domestic orders on any account.

A thriving implement business at Red Deer is carried on by W. P. Landon, who is agent for the Cockshutt Plow Co., at that center. In a spacious warehouse opposite the C.P.R. depot, Mr. Landon shows a fine variety of the Cockshutt goods, and the business he has built up testifies to his ability as an implement salesman.

Manitoba Engines Limited, the well known Brandon machine and implement manufacturing concern, has discontinued its branch warehouse at Saskatoon. Following on a readjustment of the management of the company the officials have applied to the authorities to increase the capital stock of the concern from \$20,000 to \$300,000.

J. M. Leonard, recently assistant sales manager for the Minneapolis Steel & Machinery Co., Minneapolis, Minn., and previous to that in charge of the St. Louis branch house of the M. Rumely Co., has now charge of a new sales agency for the Peoria tractor made by the Peoria Tractor Co., of Peoria, Ill. This machine is a light weight, 4-cylinder tractor with a 30 h.p. motor.

A. C. Barber, general sales manager of the Moline Plow Co., Moline, Ill., recently left for Europe where he will look into trade conditions. Mr. Barber will visit England and France, and, if

possible, also Germany and Russia. It is questionable whether he will be permitted to enter the two last named countries in quest of implement sales.

M. R. Voorhees, who has been connected with the Avery Company, Peoria, Ill., for the past fifteen years, latterly as manager at Kansas City for that concern, has been appointed manager for the Rumely Products Company at Lincoln, Nebraska. Mr. Voorhees was at one time a retail dealer and was for a time a traveller for the Peters Pump Co., Kewanee, Ill.

We regret to report that on December 19 the implement warehouse of John Crawford, Neepawa, was damaged by fire to the extent of over \$1,000. In the conflagration two Case automobiles were scorched, and several buggies more or less damaged. The Neepawa Harness Co., who occupy adjoining premises, suffered a considerable loss from damage through smoke and water.

The Racine Carriage Company, Racine, Wis., incorporated with \$25,000 capital, has absorbed the vehicle interests of the Racine-Sattley Co., of Racine, and the co-partnership of Richardson-Kennedy Co. The plant formerly occupied by the Racine Wagon & Carriage Co., has been rented on a long lease. W. H. Richardson is president of the new concern and J. O. Kennedy, vice-president.

There is no royal road to success in the implement industry. To start at the bottom is the only way. Recently Cyrus H. McCormick, Jr., son of the president of the International Harvester Company, began work for the organization in the capacity of salesman. He has to learn the business from the ground up. For a start he will draw as salary \$25 per week, but if he does not make good this will be cut to \$15. Go to it, Cyrus Jr., give them results!

Printers make the words of even the best editor into an Irish stew at times. One of our contemporaries to the south had the surprising heading to a paragraph—"Fish back into Harness." Fish not being used extensively for haulage purposes, we are glad to find on reading the par. that it relates to R. W. Fisk, manager of the Associated Manufacturers Co., Madison, Wis., who has returned to work after a long and critical illness. We are glad to learn he is in the "swim" again.

After an illness of several months David C. Walling, one of

the founders of the Flint & Walling Mfg. Co., Kendallville, Ind., passed away on December 24. The late Mr. Walling was born in Alden, N.Y., in 1835. Leaving school at 18 he served his apprenticeship as a machinist, later meeting Simeon Flint, also a machinist. Ultimately the two started the concern whose product is so well known to the implement fraternity. Mr. Walling was president until 1906, when he retired on account of advanced age.

Head of Dominion Harvester Co. Dies

On the 15th December, Gilbert Hunt, president of the Dominion Harvester Co., Medicine Hat, Alberta, died at his home in Walla Walla, Washington. The deceased gentleman was sixty years of age, heart failure being the cause of death. About a year ago the late Mr. Hunt incorporated the Dominion Harvester Co. at Medicine Hat, establishing a plant in the factories of the Alberta Foundry Company. The company has an authorized capital of \$500,000 of which, it is stated, \$196,000 has been subscribed.

Recently it was announced that in the beginning of 1915 a large staff of employees would be engaged, 500 stook loaders to be produced during the year. The type of loader is the Wright Stook Loader, which was invented by a man at Oak Lake, Man., other lines to be manufactured by the company will be the "Dominion Pride" harvesters and roller feed crushers. Mr. Hunt was the head of the Gilbert Hunt Co., of Walla Walla, which concern has been making threshers and other implements for the past thirty years. F. S. Ratliff, manager of the company, states that the death of the president will make no change in the plans of the company which will proceed to produce the lines mentioned according to the schedule arranged.

Sales Manager Appointed

John Hoss, one of the best known employees of Deere & Co., Moline, Ill., on January first became sales manager of the Silver Manufacturing Co., Salem, Ohio. Mr. Hoss has been with Deere & Co. for the past fifteen years, and even prior to that time he was actively engaged in the implement business. He has been an implement salesman on the road, a sales manager, a department manager in charge of foreign business and merchandise lines, in

fact he have been from bow to stern of the implement business. His work has carried him into every corner of the U.S. and Canada, and he has a large personal acquaintance with manufacturers, jobbers and dealers in the trade.

As sales manager for the Silver Mfg. Co., Mr. Hoss will spend nearly all his time on the territory co-operating with the jobbers and dealers in promoting the sale of the products of his company. His field of operation will cover both the U.S. and Canada. His many friends wish him success in the position in which he enters 1915.

A Harvester-Thresher

Jacob Grove, a Claresholm, Alberta, farmer, has invented a machine which he claims will effect great economy in harvesting. It is a combination harvester-thresher. It runs on its own power, following the self-binder and gathering up bundles of grain, threshing and cleaning as it goes. The inventor says that about 70 per cent can be saved on threshing operations, the time taken being much less than at present. We hope the machine is practicable—but in this instance Missouri is our native state!

The way to accumulate is not to speculate.

Gasoline and War

One of the most interesting features in the present war is the great use of the internal combustion engine in a variety of applications. The tractor is used for hauling wagon supply trains and heavy guns. The motor cycle is used for communication purposes, and the automobile—often in the form of a commandeered taxicab—is used for transporting the staff to the necessary points, or for shifting bodies of men with rapidity. In the work of the Red Cross the automobile has been invaluable. It is used for rushing wounded men to the field or base hospitals—a very important factor when a speedy operation may mean the difference between life and death for a soldier. For scouting duty motor cycle detachments have been found of great use, and the armored motor truck laden with ammunition is a part of the equipment of the Army Service Corps. Quick firing guns are mounted upon armor-covered automobiles, and they make wonderfully efficient fighting machines. One invention now being used consists of auto cycle batteries, the small quick-firing gun being mounted on a side car, on which also sits the gunner.

Too much cannot be said of the aeroplane with its great scouting

powers. It would still be a dream were it not for the high power gasoline engines which force the planes through the air. Behind the firing line the field wireless outfits, some with a radius of 200 miles, are dependent upon the gasoline engine for the production of their electric waves that throw their code messages through the reverberating atmosphere.

At sea the gasoline engine is part of the equipment of the large battleship—in the form of launches, auxiliary engines, steering engines, etc. The submarine, when on the surface, is driven by her powerful Diesel motors. When one thinks of the adaptation of the gasoline engine to the needs of humanity it raises a feeling of respect for the men who have perfected this, one of the greatest of our inventions. Soon may its use be only in the paths of peace—when war and its horrors will be for mankind only a ghastly memory.

A Good Sign

"For every dollar you seem to save on the price of a poor implement, you actually lose dollars before the end of the first season's use."

Get your local printer to set this up and try its effect upon your customers.

To Our Implement Friends

FOR each one of us to make this year prosperous we must watch the profits. It is the profit on the small things that will count.

We are in a better position this year than ever to make your profits for you—if you will give us the chance.

Our Profit Makers

Ironed and Painted Buggy Poles.

20th Century Shafts.

Wagon and Carriage Doubletree Sets.

Wagon Reaches, Painted and Ironed.

Wagon Tongues, Finished and Painted.

Bolted and Fitted Duplicate Plow Shares.

Binder and Mower Parts.

Wagon Jacks, Oil Cans, and many other specialties too numerous to mention.

Our Salesman will call on you in due time, and if you will but give him a few minutes of your time (and an order) you will be the one to reap the benefit.

D. Ackland & Son, Limited

CALGARY

WINNIPEG

EDMONTON

Economy and Implements

All of us are aware of the immense advantage which modern farm implements bring to the farmer, yet in the agricultural press one comes across articles by men who consider that implements are only a paying proposition when bought with due regard to the cost of operating the acreage in question. A writer in "Better Farming" says that the great problem of the American farm is to decide how much and what kind of machinery should be purchased. Some farms are so overstocked with machinery that the depreciation, interest and repairs eat up the most of the profits.

Assuming the average depreciation on machinery at 10 per cent, and the interest on the money invested at 6 per cent, we have an average yearly expense of approximately \$13 on each \$100 invested in machinery. A man who has \$1,500 worth of machinery would have \$195 expense on this alone in interest and depreciation. If his work could be done with half this amount, he could save \$97.50. This would be equivalent to the interest on \$1,625 at 6 per cent.

A farm of eighty acres cannot profitably use four-horse machinery, since three horses should do the work of a farm of this size.

In buying machinery too large in proportion to the size of the farm unnecessary expense is added. This comes not only in the increased cost of the machinery but also in the maintenance of any extra horses required.

In purchasing new machinery it is well for the farmer to consider whether the use of the new machine will give a larger net return from the crops on which it is used. Will it reduce the demand for man labor? When only used temporarily, could it be rented more cheaply than purchased? Will the money to be invested in the machine return more in some other way?

Figuring Correctly

What is your net profit? Happy is the retailer who can answer that question of himself, and be dead sure that his personal answer is correct. A few more questions may also be necessary. Do your half-yearly or yearly balance-sheets, stock-taking balance-sheets show your net profit? Is your surplus item growing? Do you calculate all expenses and allow a salary to yourself and all other members of your family who may assist in

the business? Even if you own your own store you must get your business to pay a rent exactly as if you rented it from some other man.

Suppose that your total expenses are equal to 20 per cent of your turnover, which, let us assume for the sake of calculation, is \$2,000 per month. What percentage of profit do you need to mark on cost price to gain you 10 per cent net profit? The answer to that question would be 43 per cent. An article, then, that cost \$10.00 should be priced at \$14.30. This you can prove by taking off 20 per cent, which equals \$2.86. Subtract this from \$14.30, and you have \$11.44. Then take off 10 per cent of net profit, which equals \$1.43, and you have \$10.01—or practically your cost price. This shows that it requires 43 per cent on cost to allow you 20 per cent expenses and leave you 10 per cent net profit.

Or, look at it another way. On \$2,000, your turnover, your expenses at 20 per cent are \$400. Your net profit of 10 per cent equals \$200. This leaves \$1,400 as your cost. Take 43 per cent of this, and you have \$602, or practically your expenses and profit added together. Add this to your cost of \$1,400, and you have \$2,002—your turnover.

The greatest men in the world have not been the richest men.

Where The Farmer Loses

If ever the implement dealer feels inclined to adopt the "I told you so" attitude it is when he sees a farmer buy machinery from a distant manufacturer who has no local representation. The farmer assumes an insane risk, since the manufacturer, having been paid in advance, takes the position that the machine is capable of doing what was claimed for it if properly handled, thereby insinuating that the farmer has little intelligence. On this logic the manufacturer usually refuses to make good. Under such circumstances many dealers have seen a farmer fling away good, hard earned money.

Nowadays, when we hear so much talk about the co-operative buying of implements by the various farming organizations, it will be interesting to watch how the farmer will get on when he receives his machine or implement from the distant distributing warehouse of his organization. We presume that such farming organizations have not thought about providing a corps of experts to set up machines and generally satisfy their shareholder customers. Maybe, after all, the long-suffering implement dealer has his good points—if only as an individual who can be blamed for every darned thing that will ever happen to the machine.

Implement Dealers Rated High

Those men who say there is no money in the implement business may be right, but commercial agency ratings indicate otherwise. Take an aggregate of a thousand towns in any decent farming section, and the implement dealers will have higher ratings than any other class of business men except the bankers. They might even exceed the bankers if the implement dealers were to charge bankers' interest on all the banking business they transact, usually without charge and often without appreciation.—Ex.

Sure Superiority

Two Pullman porters were having a heated argument in the Union Depot at Winnipeg. They worked on two different roads which entered that terminal and their claims as to which coon worked for the better road came fast and furious.

At last the tall, solemn porter slew all further dissension with the classic argument:

"Go 'way, nigger; our road kills mo' folks ebery week than you fellows tote in a month."

Your Line of FARM IMPLEMENTS is not complete without "ACME" HARROWS

Because with the "ACME" your customers can produce bigger crops on perfectly made seed beds.

Because the "ACME" Harrows and Cultivators are being widely advertised and your customers will ask you for them.

Because the Three types of "ACME" HARROWS and CULTIVATORS are adapted to soil culture conditions in your territory.

Because you can have an exclusive agency with a good margin of profit on a live line.

Write our General Agents:

John Deere Plow Company
LIMITED.

WINNIPEG, MAN.

CALGARY, ALTA.

REGINA, SASK.

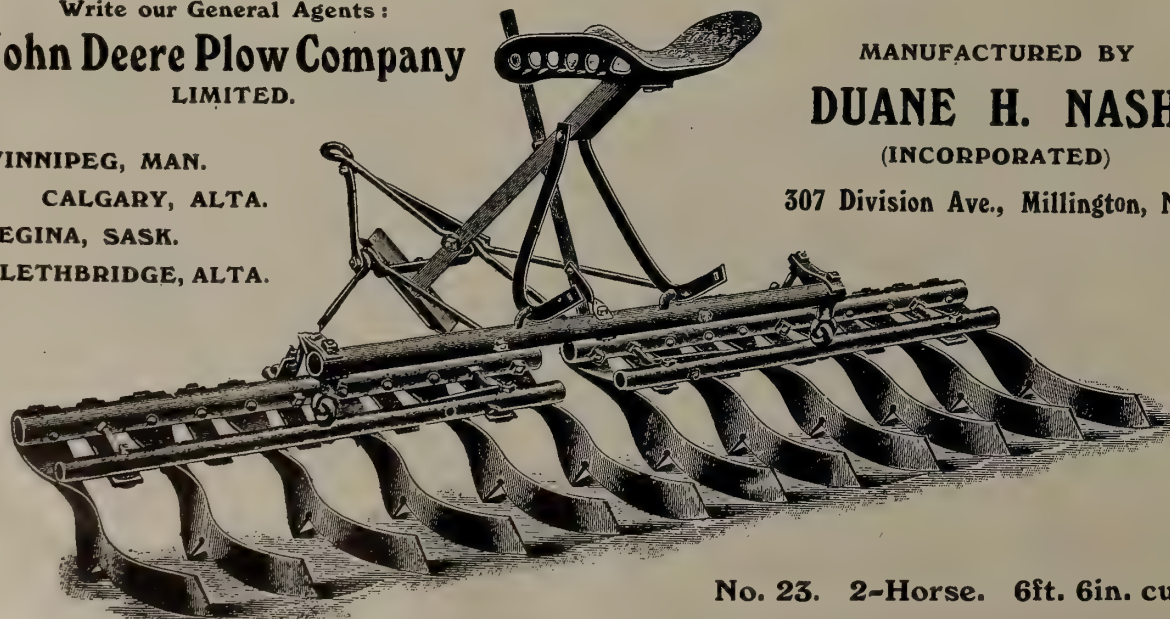
LETHBRIDGE, ALTA.

MANUFACTURED BY

DUANE H. NASH

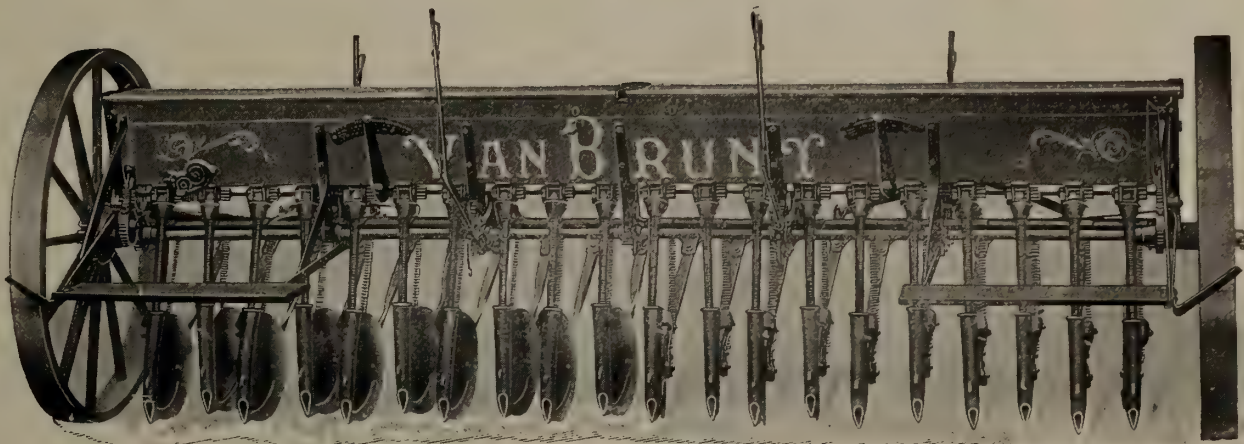
(INCORPORATED)

307 Division Ave., Millington, N.J.



No. 23. 2-Horse. 6ft. 6in. cut.

VAN BRUNT



Will Seed Any Soil That Can Be Seeded, Without Clogging

RESULTS COUNT—The efficiency of any farm tool must be proven in the field.

The test to apply is threefold, viz.: The Quantity of Work Done, Quality of the Work and the Cost of doing it.

That **VAN BRUNT DRILLS** will do **MORE** and **BETTER** work with less expense than any other type of drill has been the experience of thousands of farmers.

They will seed any soil that can be seeded: Mud, Gumbo, Sticky and Trashy soils and without clogging.

Equipped with an absolutely accurate and adjustable Force Feed. The seed is deposited in an even manner. Each feed deposits the same quantity in an even, continuous stream. There is no skipping or bunching.

Gear Drive insures accuracy and regularity. Each wheel drives one half of the machine. There are no chains to work loose or wear out.

The Van Brunt deposits and covers every seed. Closed boots deliver the seed into the furrow at the centre of the disc where

the opening is the largest (not at the rear of the disc after the furrow begins to close). Every grain is covered.

Discs are equipped with case hardened bearings, oil tight and dust proof. **ANY THAT WEAR OUT WILL BE REPLACED FREE.**

As well as being the most efficient in the field, Van Brunt Drills are the most economical to operate. Light in draft—weighing from 200 to 400 pounds less than the average drill. It costs money to haul around all day 400 pounds of useless weight. The improved construction of the Van Brunt has done away with all unnecessary weight.

The wheels stand up straight. Continuous axle prevents all possibility of sagging.

These are only a few of the many reasons why Van Brunt Drills are the most desirable drills with which to supply your customers.

The Van Brunt Press Drill

Force

Feed

END VIEW OF
SINGLE DISC
PRESS DRILL

Light

Draft

Gear

Drive



In those districts where it is necessary that the seed be planted in firm ground in order to hold the moisture, for doing this work there is no machine equal to the Van Brunt Press Drill.

This Drill is perfectly balanced. It is easy to lift the discs out of the ground, or to put on pressure.

All the weight of the machine and operator can be placed on the press wheels, or only a part of it.

This type of drill may be the very thing that some of your customers require.

More Bushels to the Acre means More Business for the Dealer

Helping your customers increase their profits, is what builds up a substantial trade

WRITE TO-DAY FOR OUR DRILL CATALOGUE

John Deere Plow Co., Limited

Winnipeg

Regina

Saskatoon

Calgary

Lethbridge

Edmonton

Smithie, Sanitary Barn Expert

Many a true word is spoken, or sung, in jest. The other day a traveller for barn equipment, steel stalls and so on, entered the store of an implement dealer in Saskatchewan. The proprietor was hunched up in a chair lugubriously singing:

"I love the cows and chickens—but
This is the life—this is the life!"

Twice before had this same salesman spent valuable time and wind trying to impress upon this same dealer that he could make good money handling barn equipment, for in the district the community went in strongly for mixed farming and were prosperous, well-established—and profitable for any dealer as prospects for barn goods.

"There you are, Bill," he cried, "telling another darned lie. You to talk about 'lovin' the cows and chickens.' On my last trip I lost my train trying to get you to carry our barn goods—and you sing about cows and chickens! Gee! if I had a line of poultry supplies, netting or incubators to heave at you—you'd just be as contrary. Yet there is a whale of hens in this territory by the eggs I see them ship from here."

"Hello, Smithie," said the dealer with a sardonic smile, "back again to ask me to carry manicure sets for hogs and serviettes for Holsteins?"

"D'you know what's wrong with you, Bill," said the salesman. "You're just plumb lazy. You have a set of good paying, solid, customers and you just won't worry to try and give them service that would make your bank account a darned sight bigger than it is now."

"Speak to me little one," said the dealer, "I felt real lonesome, but now I know you've got an hour to spare so I'll settle myself comfortable-like and we'll go over it all again! My folks always claimed that I was the most patient lad in our family. Proceed with the tale!"

"I don't need to tell you. It's plain as a pike-staff that if you limit your line to a few standard goods—plows, wagons, binders, and so on, you limit your opportunities and possibilities as a retail dealer."

"I guess so," said the dealer, "but I also limit my warehouse, junk heap and my risk of loss."

"Loss nothing! Every dealer who makes money that I've met is a man who steadily introduces new stuff in his territory. Jackson, at W—, couldn't see that he had any use to sell gasoline

engines, but listen to Jackson today. You'd think he was a professor of mechanical engineering."

"What's wrong with you, Bill, is that your brain is keen enough but you won't look upon barn equipment seriously. If you were located in a place where the farmers bought their milk in the condensed variety I wouldn't worry you and waste wind. But you don't have that sort of crowd to deal with. Every farmer around here who keeps stock—and how many don't—can use some sort of barn equipment and can find it a real help. You've only got to show them. If one or two installed steel stalls, or litter carriers, you'd see the other guineys nosin' over to their farm to see how it looks. You ought to know the soul of the average farmer. He is like a girl of eighteen who has heard that her chum has got a new hat. He just has to see how the latest edition looks."

"You ain't selling sunshades to protect the bovine brain, are you, Smithie?" interpolated the dealer.

"Aw! quit your kiddin' Bill. Look at the amount of new barns that have been built, or old ones altered and enlarged, around this place. These fellows know that a good barn is a necessity. And a good barn is not much unless it has fittings to make it of some use to its owner. Tell me now, did you ever reckon how many head of stock each of your customers have? Did you ever think how many stalls he would be a prospect for? Do your customers really know just how much labor can be saved by a litter carrier, or a feed carrier, or how water bowls can be installed."

"Nope, can't say I ever have, Smithie," said the dealer.

"Well, how do you know you can't sell the stuff? Look at the dirty, hard, disagreeable work that is saved, the lumping of manure in wheelbarrows. If you read farm papers, and I see some you have lying there unopened, you'd see that the farmer is beginning to realize the necessity for a sanitary dairy barn. You can't sell milk these days that is the product of a dirty cowshed. The best cow on earth soon loses her value if she is kept standing in filth. Often enough I've shown you actual photographs of the interior of barns where our goods have been installed, and you think that its only pictures taken of model barns. But it ain't! More and more you'll find that

the dairy farmer is coming to the idea that comfort and care for the cow pays him."

"There's something to that, Smithie," said the dealer. "Old man Johnson was in here the other day and he said that he'd been in your place when he was in the city, and he was certainly struck by some of the fixings for barns you have in your warehouse."

"Yes, and its up to you to sell Johnson these 'fixings,' as you call them. If we shipped them to him direct you'd raise a fine holler, wouldn't you? Get a move on you Bill, and show folks how much better it is to have a clean, airy barn than a place where the air is foul and unfit for either man or beast to breathe. You ought to know that milk breathes as well as we do. The odor in a dirty barn enters the milk, not to speak of the chance of contamination."

"It certainly would look a lot nicer to see these galvanized fittings instead of the old wooden stalls and stanchions," reflected the dealer. "And a fellow could make a strong point on the cleanliness side of the question."

"Why, man, there are scores of arguments you could use," broke in the traveller. "These wooden stalls and stanchions are foul and insanitary. They absorb filth and germs of every description. They are cumbersome, take up room and rot rapidly. Proper barn equipment will last a life time. Farmers may argue that the wooden outfit is cheap, but what about the benefits of the steel stalls and fixtures, the labor saved by litter carriers, and the clean, easily kept barns they have with up-to-date equipment. If a cow is worth money she is worth taking care of. Look how durable the stuff is."

"How would they run for price," asked the dealer rising from his reclining attitude. "Anything for a quiet life, Smithie. Let's see your lists and prices."

"Now you're tootin', Bill," said the salesman with a laugh. "You've plenty space here to set up samples to show them what they can have. It's a long, long way to Tipperary, old scout, but you've started to foot the trail to bigger profits. Now let's get to business!"

Pricing the Implement

You must add a certain percentage to cost for selling price—but the question is what percentage? For example, if it costs you 20 per cent of your annual sales to do business and you want 10 per cent profit, 20 plus 10 equals

30. Subtract 30 from 100 and you have 70. Now an article that cost you \$140, including freight: divide \$140 by .70 and you get \$200 as the selling price. This \$200 easily splits up into \$140 cost, plus \$40 expense and \$20 profit.

The Effect of Pulleys

An engine driving a silage cutter at the Nebraska Agricultural College farm this fall was run at a slow speed for several days, a record being kept of the gasoline used and tons cut. A larger pulley was then put on the cutter and the engine speed increased to give the same speed of cutter. As a result the gasoline used by the engine was decreased over 25 per cent. The saving in fuel paid for the new pulley in about three days.

The Disk Harrow

Next to the plow, the disk harrow is more important than any other tool on the farm. It not only pulverizes the soil, working into the seed bed trash before the ground is plowed, but by using it subsequently, lumps are pulverized, plant food is made available by bringing the different elements together and the soil is made compact. In this connection it is safe to say that the disk harrow is one of the best soil packers that has ever been devised.—Dr. W. E. Taylor.

A Generous Maiden

A little Winnipeg girl is of an appreciative and generous nature. Santa Claus had been good to her at Christmas—and she remembered the fact. The other evening she concluded her prayer as follows:

"I do thank Thee, God, for all my blessings, and—and I'll do as much for You any time I am able!"

Business Brevities

A little flattery now and then make customers of many men.

Conduct your business as though you were living in a glass house.

There's great truth in the maxim figures won't lie—but liars figure.

Common sense should tell you when to start anything, but it takes good judgment to know when to stop.

The woman who doubts an honest cream separator advertisement will believe every word a ten-cent fortune teller tells her.

More, But Better Farming

In a recent interview the Hon. George Lawrence, Minister of Agriculture for Manitoba, made some trenchant statements concerning farming activity while we are under war conditions. While his remarks, of course, were mostly directed to Manitoba they can be applied to the entire West.

"While endorsing the wisdom of enlisting the land in our country's cause to the fullest possible extent," said he, "let us be sure that we do not 'make haste slowly' by reason of costly mistakes which need never be made if we only use common sense. Grain by all means!—lots of it! All of it you can. But **only on well prepared land and from good seed.**"

"There has been considerable agitation during the past few months in regard to breaking up and cropping of new land. Only land which is suitable and well prepared should be cropped. The Department has found that satisfactory results can be obtained from virgin prairie land only when the sod is broken chiefly before the 25th of June, backset later in the season and not seeded until the following spring. No person should attempt to sow grain on first breaking of prairie sod, even though broken deeply and disked; the returns are small and the soil is left unproductive for a number of years following. This does not apply, of course, to scrub and timber land which can be broken at different seasons of the year and sown immediately. We also think it desirable to warn the new settler against neglecting to prepare a fair propor-

tion of summer-fallow each year.

"The selection of good seed is another essential that must not be overlooked. As it is somewhat scarce this year and there is more or less financial stringency, farmers may be tempted to sell their seed grain early. For this reason it will be well for all settlers to secure their seed grain as early as possible and make sure that it has high germinating power. If a two-ounce sample is postpaid to the Manitoba Agricultural College individual tests for germination will be made free of charge.

"There should be adequate preparation for spring seeding. In every instance the soil should be pulverized sufficiently to ensure a good seed-bed; even good seed will give poor returns if deposited among hard clods. No matter how pressed for time the farmer may be he should not be tempted to put in his crop merely by disk-ing the stubble; this not only prevents a good return, but it encourages all kinds of perennial weeds to become so established in the soil that it will take years to bring the land back to condition. In short, **superficial work will not pay even if there be an active demand for grain at high prices.**"

Teaching Selling Methods

In the numerical importance of the callings followed by individuals in America, the occupation of retail selling has third place. Preceding it are only farming and housekeeping. Recently the University of Wisconsin branched out into an extension course in retail selling. Consider-

ing the numerical importance of the retailer it would seem that Canadian universities could profitably follow this example.

In Wisconsin forty-two classes in salesmanship have been conducted in thirty-two centres, and 1,500 students have attended. Not only clerks but employers have shown their interest in this course by attending the classes.

The lecturer assumes the part of a customer who has come to buy something, the article being the topic of that particular lesson. Objections are made by the buyer, which the sellers (the class) endeavor to overcome. The procedure and what arises in the argument are then analyzed.

By this course in retailing clerks have so increased their efficiency as to get higher salaries, while some have graduated as lecturers. A course in business correspondence is also carried on simultaneously with the sales course. The result has been that in Wisconsin the untrained clerk is becoming a thing of the past.

The university issues a text book which is the manual for the work outlined. It concerns both selling and store management, and includes psychology which expounds human nature as applied to practical business principles.

An interesting illustration is the practical application of the sale of a piece of goods which includes five steps: (1) getting the customer's attention, (2) arousing his interest, (3) increasing his interest, (4) arousing desire and action, (5) inducing favorable decision. A most valuable side of the work is in the instruction to employers as to store management, both as to the working of the personnel and as to contact

with the public. There are large numbers of store owners in Wisconsin who take this course. On all sides there is abundant testimony as to the value of the work in increasing efficiency and helping business in every phase.

The Value of Retail Advertising

G. W. Collins, in an address at the convention of the Western Association on the subject of "Advertising," very clearly outlined the expense per individual reached as follows:

"I sometimes wonder if the very enormity of the lavish expense on every hand for advertising of all kinds or characters doesn't go a long way toward discouraging the small advertiser by leaving the impression with him that his outlay is so insignificant in comparison with that of the big advertiser that it actually looks foolish. But a thought comes to me just now which I want to speak of before I forget it, and that is this: The biggest advertising medium in the country to-day has a circulation of approximately a million and a quarter—one to every eighty of the population of the United States. The population of the county I live in is about 23,000. The county seat papers I do the most of my advertising in have a circulation of about 3,000 each—one to every eight of the inhabitants—they reach practically all of the people in our immediate territory. The cost of a page ad which reaches one in eighty, is \$7,000, while the cost of a page in the county paper, which reaches anyhow one in eight of our customers—real or prospective—costs less than \$20. Think about this."

The Improved Webber Separator and Cleaner



The best all-round Fanning Mill on the Market

Mr. Dealer This Angle Sieve Grain and Seed Separator is something entirely different from all other Grain Cleaners. It completely separates oats from wheat or barley, and is especially good on cleaning flax seed. Absolutely guaranteed to clean and separate any and every kind of grain not only better than that handled by any other cleaner but also faster. Lower than any other mill—easy to put in grain.

LET YOUR CUSTOMERS SEE THIS MACHINE

We are anxious to let you test the Webber for yourself. Let us send you a sample mill for 30 days, free trial. If you find it unsatisfactory, return it at our expense.

We also manufacture the Grain Growers Automatic Grain Pickler and the Just-Rite light weight, high power gasoline engine in 1 and 3 h.p. sizes; retails at \$35 and \$80.

SPECIAL TERMS ON FIRST ORDER. EXCLUSIVE AGENCY AND LIBERAL DISCOUNTS. GET OUR PRICES IF YOU WANT THE BEST

THE CURRIE MANUFACTURING CO.
LAUDER, MANITOBA

KING OF WILD OAT SEPARATORS

"New Superior"

Wild Oat Separator

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.

PATENTED ADJUSTABLE WIND BOARDS are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

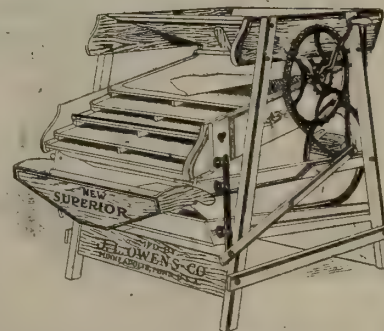
Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.

Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 Princess Street, Winnipeg



A Digression on Development

A nation is remarkably like a successful business—it advances by steps; each step the result of some logical cause. Why has Canada advanced? What are the main reasons for the difference in the Dominion at the end of 1914 as compared with the end of, say, 1884. Firstly, we have had a vast increase in population, part of which resulted from our birth-rate, part being due to immigration. Our natural resources have also been discovered and developed, and as yet in this respect we have only made a beginning. Who can say what the real mineral wealth of Canada is, although in 1913 our mineral production amounted to \$135,048,296. This development of our natural resources will ever be a most important factor in our national development.

The vast reaches of the West—once known vaguely as the North-West Territories—have seen an era of settlement and cultivation, and from this enormous acreage of land we have a yield of foodstuffs with which to feed our ever increasing industrial population, also supplying a surplus for export which means a great source of revenue for the Dominion. In contemplating the growth of Canada we cannot evade the importance of the national unit. We have the inventive capacity of our own people—the mental development of the national brain—and we have also the mental value of the newcomer from other countries with his mechanical skill and ability born of long experience.

All of these are worthy factors in our development as a nation—

and yet one can scarcely attribute to any or all of these national factors a complete or adequate reason for the great development of the last few decades. Other factors that mean much—although many may disagree with the writer—have been the existence of means to safeguard our industries from destructive foreign competition, and also the immense development of our internal transportation and means of communication, connecting our agricultural areas and our markets. Some day, perchance, these factors will be more fully acknowledged than is now the case.

There is a physiology in business that makes it remarkably similar to the human body. Any period of excess is followed by a period of reaction or depression. There is always a "morning after" in the business world, and be it an excess of business expansion, of personal indulgence, or of legislative hysteria, the result is always one calling for a slowing down of the business system. The law of paying for excesses is immutable; and in the wake of over development and the super-inflation of land values we have experienced the slow sad process of "getting over it." Many of our neighbors to the south complain that for years they have suffered from an open warfare between federal legislation and business, that business has been menaced and harassed beyond endurance. We can scarcely say this regarding the Government of the Dominion, at all events we do not intend to utilize these pages as a medium for the expression of po-

litical differences or political views. It is axiomatic—since the days of Cicero, who might have coined the phrase—that "whatever government is in power can do nothing right."

Our great railway systems may come in for a share of condemnation, but we must never forget that the men who represented and organized our gigantic transportation resources, who built not only railroads but cities, who developed our national resources and built prosperity for many, were working for and not against the nation. Any man who doubts that may ask the old timer who has had to drag his supplies 60 miles by ox wagon over a mud holed trail, whereas he now only goes three or four miles to the depot over a well graded road.

There exists, not only in Canada but in every country, an alienation of sympathy and interest between the public at large and the business interests of that country, but it is a good sign that the public has tired of the indiscriminate abuse heaped upon so called big business interests, and public opinion yearly is swinging back to a more normal frame of mind. It is true that power may have been abused, and that we may even now suffer from the effects, but yearly we come to realize more clearly that history offers to each succeeding generation an opportunity to disprove the motives and practices of the generations preceding.

No more illuminative point could be outlined than the care of the industrial unit. Formerly the factory worker was treated—we must say it—nearly like a beast! He worked in unhealthy, insanitary conditions. He had long hours and short pay. He had no compensation for injury received when in performance of his duties—no care of his person was deemed necessary when operating dangerous machines. Master and men were two entities usually at war, and industry did not seem to realize that the welfare of the man meant greater production, and incidentally greater prosperity.

What do we find to-day?

In every great manufacturing

system, both in England and America, in the farm implement as well as other lines, we find clean, airy, hygienic and well lighted workshops. Separate lockers for street clothes, wash basins, social clubs and recreation or reading rooms. Compensation laws, safety devices for machinery, first aid appliances for the injured; and, between master and man an intimacy is growing bred of a confidence which will eventually build for what some writers call the "great brotherhood of man."

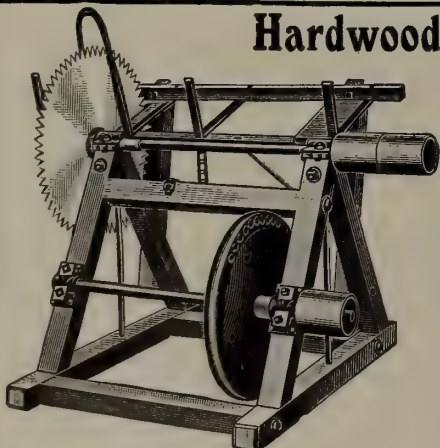
That condition which we find in modern industry is largely duplicated in modern business. There is a spirit of working together, a comradeship of effort. This, when all is said and done, is one of the most outstanding industrial and commercial features in recent years.

Canadian business to-day is troubled because we are making an effort to overcome the reaction of past over-speculation in land values. War is a drastic cure for human ills, and as the English King Charles said as he felt the edge of the headsman's axe—"Tis a sharp medicine, but a cure for all diseases." Yet war if not a cure for much, may be the cause of a greater welding together of this nation, and a sympathy with the Motherland, which we have never heretofore experienced. Representatives of Canada's two greatest industries—agriculture and manufacturing—have met and deliberated, and we can only hope that a basis of friendship may have been formed which will solve for both the real or imaginary ills from which they have suffered. There is no virtue in a necessity, but may this be the means of hitching Canada's economic fabric more tightly to a steady and solid prosperity. In that convention the members of the bodies were in accord that:

"The responsibility of increasing our production rests heavily upon us, and to that problem our best energies must necessarily be directed."

To transform our vast acres of untilled soil into productive acreage the agricultural units of our population must have implements and machinery. Civilization and the plow are synonymous, and with the man who plows must come the man who sells the plow. If we but look aright, the future, in the implement, as well as in every other class of business, is no thundercloud of gloom, but rather a clear sky into which radiates the rays of a prosperity such as Canada has never known. May each of us, in his particular line of effort, work toward that end.

Hardwood Frame Pole Saws



WATSON'S Pole Saws have three 5x6 inch pulleys, solid steel shafts and babbitted boxes. The hardwood frame is rigidly braced, the flywheel being extra heavy. Total weight 325 lbs. Our Cordwood Saws, weighing 285 lbs., are in a class by themselves. Saw mandrels for both types are supplied separately if required. These saws are sure sellers and we guarantee that they will satisfy your customers.

The Watson Line Means Profit.

It Includes:

Feed Cutters (seven styles)	Pulverizers	1/2 H.P. Engines
Roller Crushers	Grain Grinders	Harrow Carts
Wood and Pole Saws	Horse Powers	Whiffletrees
Barrel Skids	Boss Steel Harrows	Pump Jacks
Farm and Bush Sleighs	Root Pulpers	Bevel Jacks
Wheel Barrows	Light Delivery Sleighs	Warehouse Trucks
Boss Wood Harrows	Channel Steel Harrows	Push Carts

We Carry a full stock of Repairs and Plow Shares for Moline Implements, also Janesville Gang, Walking and Sulky Plows. Write for our latest Catalog and Price List.

John Watson Mfg. Co.

311 Chambers Street, Winnipeg

PRINTERS
ARTISTS
ENGRAVERS
ELECTROTYPERS
LITHOGRAPHERS
BOOK BINDERS
MAP ENGRAVERS
PUBLISHERS
TELEPHONE GARRY 1600

STOVEL LIMITED

McDERMOTT AVE. WINNIPEG, MAN.

The Necessity for Standardization

Varieties in Implement Design Chaotic

There are two sides to the standardization problem as applied to the farm implement and vehicle trade. While the manufacturer may finally work out the standardization of sizes and kinds as regards his product, the dealer can greatly aid not only himself but his community by standardizing in his buying and selling. When a man is compelled, through necessity, to do without a great many things which he formerly considered essential, the thing that most often occurs to him is the number of things in life which can easily be got along without.

So it is with machinery. Owning to a multiplicity of opinions and a divergence in ideas and tastes among farmers and others, the manufacturer has developed the making of various farm implements and machines into so many styles and sizes of the same thing that the result is, more or less, chaotic.

The same applies to both machine design and business organization. In designing machinery the engineer, or draftsman, often goes to such pains to reach simplicity that he, in the end, gets a weird and wonderful intricacy. In organization we find an effort at making a system simple and smooth-working finally develop into a chaotic combination of different forms of red tapeism.

But to return to farm machinery. Could the implement dealer not confine his stock to the staple sizes, only carrying that kind in stock? Consequently when a customer wants some special—and usually unnecessary—size he has to wait for it, a fact which finally discourages freak orders. Why should it be necessary to buy two different kinds of riding plows which are very similar in construction? Why should the dealer not buy one made altogether of the double bail pattern and another made altogether of the single bail pattern? The same reasoning applies to differ-

ent styles of cultivators, harrows, etc. It seems reasonable to assume that if the dealer buys all of one particular kind from one company, and all of another particular kind from another company he will, or should, reduce his stock very materially by the end of the year.

In studying the majority of implements, even those staples, plows, tooth harrows, disc harrows and cultivators, we find an almost infinite variety of styles, sizes, types and modifications, and many of them, so far as usefulness is concerned, can hardly be said to fill a pressing need in modern agriculture.

The fault may lie in the selling end of the various implement factories impressing upon the production, or engineering department the necessity of having a "full line," so that every customer, no matter how great a crank, may have an implement exactly to suit his needs. This should not be. Taking into consideration types of agriculture, different soil conditions, tillage requirements, etc., there are surely certain fundamental factors of design which should suit the comparatively similar territories in which they are sold without having upon the market a multiplicity of types of implements for doing essentially the same thing, for performing practically the same function.

Obviously, as a speaker pointed out at a recent convention of implement dealers, it may mean that certain manufacturers want to cover too much territory, to get a part of the trade their competitors are getting. If so the result can only be an advance in prices, since a multiplicity of styles means a greater production cost, for which both retailer and farmer must, in the end, pay. We have an analogy in automobile manufacture. The company who make every component part of their car in their own factories must inevitably charge more for

it than would be the case were they to get the radiator, rear axle, or any other parts, made under contract by outside firms who specialize in the production of such parts. Henry Ford hit most tritely the whole idea when he said of his make of automobile:

"It's the one model; that's the secret of the whole doggone thing."

The speaker above-mentioned, A. J. Brosseau, in addressing the dealers of Michigan analytically dissected a few features in common implement production, showing the vast divergence in type. Let us look at a few examples:

Stubble plows: Made in 12, 14, 16, 18 and 20 inch sizes; right or left, wood or steel beam; with high, medium or low landside; with soft center, crucible or cast share. The 12, 14 and 16 inch sizes are landed for two or three horses; beams are set regular, high or low. The beams, in wood or steel, are furnished in several lengths, and wood beams may be mortised or indexed. Many makers furnish crucible instead of soft center mold boards and landsides, and several styles of wear resisting shoes or slip heels for landsides. Or we may have cast, crucible or soft center steel shares, regular or deep suction. Likewise we may get shares of either $\frac{3}{4}$ or 5-16 inch stock and in the three types of steel.

We must recollect at this juncture that all the above refers to a single style of stubble plow—and most firms make two or more kinds of stubble plows, one firm making seven types! Every plow

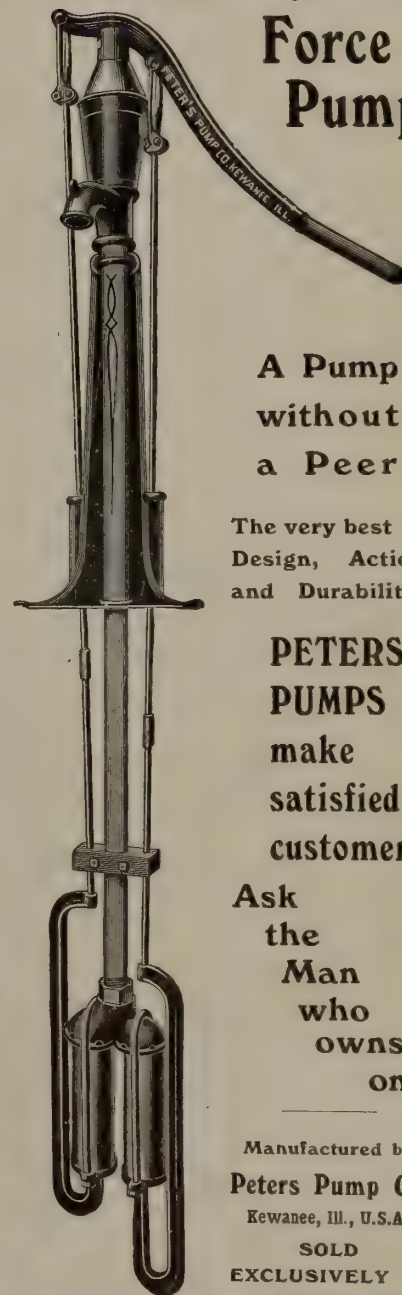
plant makes, of course, several styles in addition to the stubble—one concern making 87 styles, for each kind of which there are as many variations as we quote above for the stubble plow.

All walking plows have their variety of attachments, of which a few may be mentioned:

Gauge wheels, 6, 7 and 8 inches high, with rims $1\frac{7}{8}$, 2, $2\frac{1}{4}$, and $2\frac{1}{2}$ inches; jointers, round stem and at stem, fixed or adjustable, steel, cast or combination; rolling coulters, 12, 13, 14, 15, 16 and 18 inch, right or left, for wood or steel beam, regular and heavy. We will enumerate a few of the cutters—fin, Quincy, knee, hanging, reversible and fin beam. There is an endless variety of shares; it is a fortunate concern who make as few as 50; many of them have two or three hundred.

Practically all of the walking plow styles, modifications and

Peters Double Cylinder Force Pump



A Pump without a Peer

The very best in Design, Action and Durability.

PETERS PUMPS make satisfied customers

Ask the Man who owns one

Manufactured by Peters Pump Co. Kewanee, Ill., U.S.A. SOLD EXCLUSIVELY IN CANADA BY

Tudhope Anderson Co., Ltd. Winnipeg Regina Saskatoon Calgary Particulars

Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



FRAZER AXLE GREASE



Not affected by Heat or Cold. Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: ST. LOUIS, NEW YORK.

NICHOLSON AND BAIN, Agents.

WINNIPEG, MANITOBA.

equipment in the way of attachments apply to sulky plows with the further complication of several kinds of sulky and gang frames, seldom less than 3, often as many as 12.

Lever harrows: All manufacturers make a pipe bar harrow with sections 5, 6 and 7 feet wide, equipped with $\frac{1}{2}$ inch or $\frac{5}{8}$ inch teeth, either square or dagger; U-bar harrow 4 or 5 bar with section 5, 6 and 7 feet, open or closed ends, equipped with $\frac{1}{2}$ or $\frac{5}{8}$ inch teeth square, triangular or dagger, long or short, headed or plain.

Wood bar harrows: Open end or closed end, sections 5, 6 and 7 feet, with teeth $\frac{1}{2}$, 9-16 or $\frac{5}{8}$ in., square or dagger, long or short, headed or plain. These may be regarded as standard harrows, but there are "specials" on the market. A few of these are: wood or steel flexible: Scotch, regular or hinged, two or three sections; boss and vineyard. There are at least a hundred "special" styles of harrows of different sizes with a variety of equipment.

In addition to the peg tooth many concerns produce spring tooth harrows, wood frame, combination wood and steel, also steel frame in a variety of sizes. For example the steel frame is made walking or riding with U-bar, flat or channel bar or pipe bar, with adjustable or fixed teeth, long or short.

Disc harrows: Made in 3, 4, 5, 6, 7, 8, 9 and 10 foot widths; with 16, 18, or 20 inch round, plow-cut or cut-out discs of six or eight notch; single or double lever; wood, chilled iron or ball bearings; with or without weight boxes; tube or hard oiler; center cut attachment, tongue and transportation trucks, stay chains, offset hitch attachment, pole or no pole. In addition most manufacturers make several kinds of reversible and orchard discs. All companies make a double disc or trailer attachment with round, plow-cut or cut-out disc blade with 6 or 8 notch, fixed or swinging cleaners, with or without weight boxes—etc!—etc!

While the foregoing may be as wearisome reading as a catalog or price list, it surely shows, even in the one or two simple implements mentioned, the ghastly number of types, styles and modifications on the market. The same is applicable to practically all implements—consider, for instance, the types of wagons procurable at the present time.

Comment is superfluous. The sooner standardization is attained the better it will be for the dealer and also for the purchaser. The

dealer will be able to reduce his stock, and with it a reduction of rent for floor space, interest, insurance, taxes on surplus stock, depreciation on same, loss of trade because he has everything but the type the customer wants, less difficulty in getting repairs; and better control of territory because of fewer styles on which he can get exclusive sales.

Verily, when we, even for a moment, glance upon the production of modern farm machinery, we should long for the day when standardization is applied to all lines, and needless sizes, types, kinds and varieties are for ever cut out from the market of farm implements and machinery.

Railway Growth in Alberta

At the end of 1914 nearly 1,000 miles of new railway had been brought into operation in Alberta during the twelve months. The majority of this mileage was guaranteed by the provincial government.

The railway mileage of Alberta has been increasing fast during the past three years. On December 31, 1911, the mileage was exactly 2,100. It is now 4,250. There has, therefore, been an increase of 100 per cent during that time. A statement showing the mileage brought into operation this year by the various companies has just been issued by the provincial department of railways.

Big Canadian Plant Opens

An important addition to the steel industries of Canada is the new plant of the Armstrong-Whitworth Co. of Canada, which was recently opened at Longueuil, Quebec. This event marks an epoch in the Canadian steel industry for the reason that product of a quality hitherto not manufactured in Canada will be rolled. The company, which is a branch of the famous English concern at Jesmond, on the Tyne, will specialize in crucible steel and will manufacture taps, dies, etc. The area of the property owned by the company in Canada is 250 acres, while the floor space of the factories now opened is 65,000 square feet. Already one hundred and fifty hands are at work, which number it is proposed to increase to five hundred. The bulk of the labor will be Canadian with the exception of experts in steel production who were brought out from the parent plant in England.

A Motor Bobsled

C. Cummins, a garage owner at Columbus, Ind., built a bobsled about 8 feet long and equipped it with a 9 h.p. marine engine. The rear of the sled is equipped with wheels which are fitted with anti-skid chains to give purchase in the snow. On the trial trip the sled was geared too high and too great a speed was attained. It is claimed that on a straight run sixty miles an hour can be made on this auto sled.

Big Wire Orders

The mills at Pittsburgh, Pa., are exceptionally busy filling orders for both barbed and plain wire for the various belligerent nations. Orders are placed which aggregate about 125,000 tons, of which 25,000 tons are specified as barbed wire. This war wire demand is valued at about four million dollars and will tax the wire making plants to their fullest capacity for several months to come.

Ford Co. Increases Plant

At Ford, Ont., the Ford Motor Co. of Canada, Ltd., is completing an addition to their factory which will make it the largest automobile factory in the British Empire. The present plant will be nearly doubled in size, the total floor space being 400,000 square feet. This new addition to the Ford factory will cost roughly \$300,000, two storeys being added to the four storey edifice now in existence. This should give ample facilities for building the 30,000 Ford cars which are set as the 1915 production mark.

A Lesson for Canada.

Comparing the relative areas of Canada and Sweden, that little land on the inside of the Scandinavian peninsula, we find that Sweden could be absorbed many times over in our immense area, while her population is only 6,000,000, although much greater in proportion to area than is the present population of Canada. Yet from this, little land Canada might profitably learn a great lesson. A small nation with acutely defined agricultural possibilities, Swedish manufacturers have been compelled to reach all over the world for

foreign trade. What has been the result? Dannemora steel and the products of the great Swedish iron and steel works are known the world over. So successful have Swedish manufacturers been that in many cases 95 per cent of the entire product of a factory goes out of the country. In this small nation we find cream separators being made for export to Australia and America, and among other groups of manufactured articles (and that which gives greatest promise for the future), the building of all classes of machinery and tools. The progress of this line of manufacture is striking. On the export side there has been a great increase year after year, during the last decade, growing from \$8,547,720 in 1910 to \$9,827,560 in 1911, an advance of \$1,279,840 in a single year.

In Sweden there are about 1,500 factories manufacturing machinery, giving employment to about 60,000 workmen. The estimated annual output of these factories averages \$63,000,000. This includes all kinds of machine and metal work, from bar iron and steel down to clocks, springs and watches. Seventy-five firms do a big shipbuilding business, and the clang of busy workshops is heard everywhere. Consider in any one year the vast value of the agricultural and other machinery of all kinds which we import into Canada, and again consider our vast area and possibilities compared with that small kingdom on the icy shores of the Baltic. A great land has often learned a mighty lesson from a small state, and a lesson is possible from industrial Sweden if we but look aright and learn.

Another Try at Flax Fibre

The Saskatoon Board of Trade has formed a small organization of good farmers who will each put in a small acreage of flax for fibre, sowing it to the required thickness and pulling it and treating it in the approved manner. This is to test whether flax straw can be profitably utilized for the production of fibre, an experiment of this kind having been tried unsuccessfully in 1896. Flax being grown for seed only, there seems to be an economic waste in burning the immense tonnage of straw which is produced yearly. It is the general impression that the former experiment with flax grown for fibre should not be accepted as final, and the outcome of the venture boosted by the Saskatoon organization will be followed with interest.

Make Every Day in 1915 a Profit Day

Handle Implements with special features which make them easy sellers—each item has exclusive selling arguments. They will mean cash and repeat orders to YOU, and will give service and satisfaction to your customers

The E-B and T-A Lines

A machine for every operation, from breaking the soil to hauling the grain. Each implement a leader of its type. Get the agency for our goods. They are well and widely known. Business grows for the dealer who handles them.

Write now for Dealer's Proposition and Full Particulars

Emerson - Brantingham Implement Co.

Sole Canadian Agents

Tudhope-Anderson Co. Limited

WINNIPEG

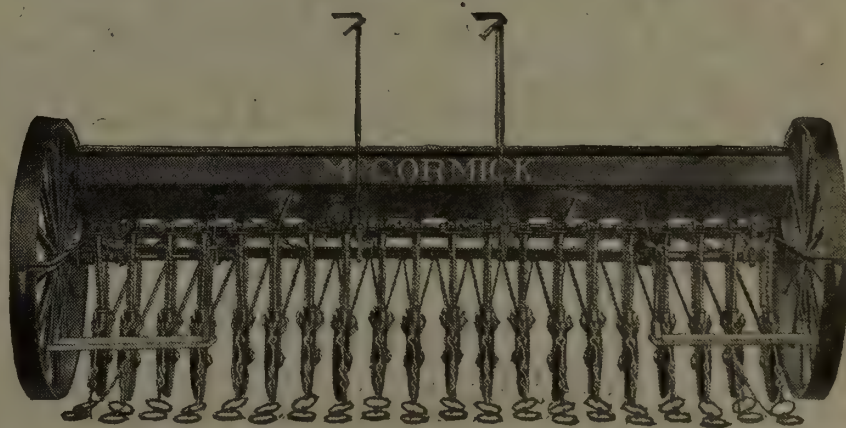
REGINA

SASKATOON

CALGARY

With McCormick Drills You Make More and Easier Sales

A McCormick Drill sold by you, as soon as it begins to put the seed in the soil of the farmer who bought it, begins to bring extra dollars into the pockets of not only the owner—but of yourself, the agent. That is the good influence that reacts back on you from



McCORMICK DRILLS

General principles, design, frame and detail construction are combined to best suit Canadian soil, Canadian farmers and Canadian horse flesh—for practical use.

Practical ends in view led to the perfection in oiling system, adjustments, bearings, the design of the disks and shoes for correct drilling, the sagless frame and feed construction, etc., etc.

This is the time to think of the 1915 McCormick Drill agency. Why not drop a line to the nearest branch house for particulars?

International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.;
Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

Hupmobile

Car of the Canadian Family

REGULAR EQUIPMENT

Westinghouse Electric Starting and Lighting System, 12-volt storage battery, headlight dimmers; license brackets; locking device; rain-vision, ventilating windshield; one-man silk mohair top with form-fitting envelope; quick-adjustable side curtains; door curtain carriers; speedometer; robe rail; foot rail and cocoa mat in tonneau; tires, 34 x 4 inches, non-skid on rear; demountable rims; one extra rim and tire carrier. Color, blue-black with maroon running gear. Wheel base 119 inches.

Joseph Maw & Co., Limited

FACTORY REPRESENTATIVES

112-118 King Street Winnipeg, Canada

\$1,400

F.O.B. Windsor

5-passenger Touring and Roadster



THE OWENS Smut Cleaner and Pickling Machine

No Machine can equal them for Treating Seed Grain. Made in two sizes. Sold on a positive guarantee to prevent smut.



YOUR Customers want this Machine

With high prices assured for grain next year, every farmer will realize the necessity of treating his seed grain so that he may have an increased yield of perfect quality grain.

Owens Smut Cleaners separate smut balls, wild oats, king heads and all light seeds from wheat, also wild oats and all light seed from barley. By them the farmer can get perfect results. The grain is thoroughly pickled and elevated into the wagon box, being dried by the drainage through elevator sieve. An automatic skimmer removes all impurities over a drainer-sieve at tail of machine, ejecting same, while wasting none of the pickling solution.

Capacity—30 to 75 bushels per hour

No. 3 machine handles 30 to 50 bushels per hour; No. 4, 50 to 75 bushels, accommodating either the small farmer or the large grain raiser. Strong construction, heavy timber; rustless solution tanks of 30 and 50 gallons capacity.

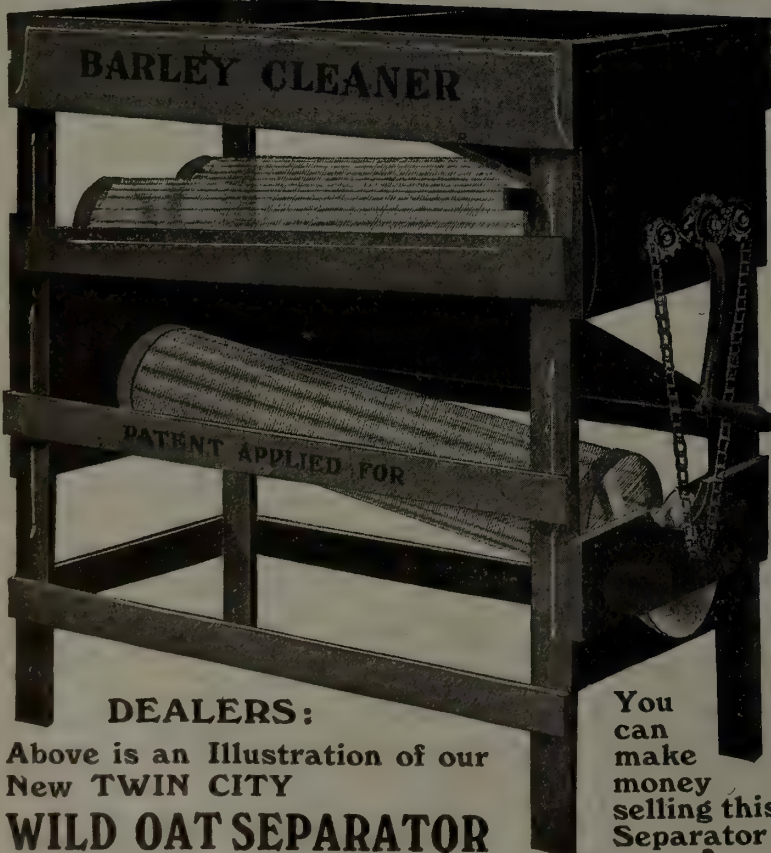
The most economical machine you can sell, and backed by a positive guarantee.

WRITE TO-DAY FOR PARTICULARS AND PRICES

Get the Agency for our Machines
It will mean money for YOU

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 Princess Street, Winnipeg



DEALERS:

Above is an Illustration of our New TWIN CITY

WILD OAT SEPARATOR

This is a special machine for taking wild and tame oats out of barley—and IT DOES IT. Perfect results; no machine made can compare with it. Write for prices and particulars of our grain cleaning machinery.

Twin City Separator Co. Ltd.

179 Bannatyne Avenue, E.

WINNIPEG

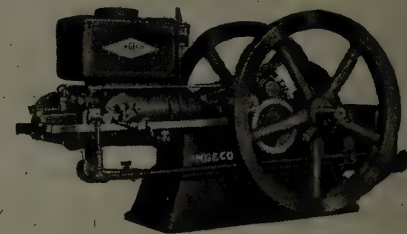
You can make money selling this Separator

Economical Engine Power

That's what your customers require. Can you supply the demand that exists?

We saw it coming months ago. With our ears to the ground and alert to the needs of the future, we have not been idle. We heard the rumble afar, we planned to be ready when the demand came. Furthermore we wanted to make sure that when we offered you oil engines they would represent the very best—the simplest, safest, surest-to-run and easiest-to-sell oil engines on the market. Here they are!

The
"INGECO"
Throttling
Governor
Kerosene
Engine



For Farm,
Factory,
Foundry, Shop
and Mill,
from 1½ H.P.
to 7,000 H.P.

The time is ripe to introduce oil engines into your neighborhood—engines you can recommend and stake your reputation on—the kind that will help you to more business and more sales because they make good. That means "INGECO" ENGINES—handled by an institution that is not only financially solid, but enterprising enough to take an interest in helping you to make sales—giving you the kind of co-operation that really means something in finding prospects and landing the orders. By our extended mailing campaign we purpose to put our literature in the hands of every one in these Western Provinces who might want our lines. Do you want to share in the resultant business?

We are now ready to consider agencies for the "Ingeco" line of oil engines, and are prepared to make arrangements with live dealers. We guarantee consumption of kerosene with "INGECO" ENGINES not to exceed in quantity what it takes of gasoline to operate a gasoline engine—think of the saving in dollars in one year—in many cases the price of the engine. Why not secure our contract now while you have the opportunity?

Write us for literature and ask about our special introductory prices.

Burridge-Cooper Co., Ltd.

WINNIPEG and REGINA

Address Winnipeg Office for Contracts.

CANADIAN FARM IMPLEMENTS

VOL. XI., No. 2.

WINNIPEG, CANADA, FEBRUARY, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
Per Copy, 10 cents.



UNION BANK OF CANADA

Established 1868

HEAD OFFICE WINNIPEG

Paid-up Capital.....\$ 5,000,000
Reserve Fund.....3,400,000
Total Assets, over.....80,000,000

Hon. President—SIR WILLIAM PRICE
President—JOHN GALT

Vice-Presidents

R. T. Riley, Esq. G. H. THOMSON, Esq.

Directors

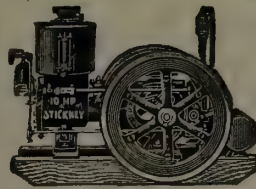
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This bank, having over 320 branches in Canada, extending from Halifax to Prince Rupert offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch: D. M. NEEVE, Mgr.; Portage and Garry Branch: F. J. BOULTON, Mgr.

Stickney Gasoline Engines ARE THE BEST



We have the exclusive agency for the sale in Western Canada of

Stickney Gasoline Engines

The engine that is well known and well liked. All sizes in stock, also all repairs and extras. Write for particulars. DO IT NOW.

THE MAYTAG CO., LTD. Winnipeg

WATSON'S are the Real "Boss" Harrows



WATSON'S BOSS WOOD HARROWS

Our Boss Wood Harrows have hardwood tooth bars—made of best oak. Each tooth riveted—no chance of loosening or splitting bar. Malleable clevis of very best design. Draw bars, centres or wings can be furnished separately. Sizes 14, 17 and 24 feet, with 78, 102 and 150 teeth respectively.

Plowshares and Repairs for all Moline Implements.



WATSON'S BOSS STEEL HARROW

Watson's Boss Steel Harrow has bars of high grade 1 1/4 angle steel. The teeth are set to stay, with dagger edges directly in draft line. Cross bars all channel steel. Sizes 17 and 24 feet, 101 and 149 teeth respectively.

Write for full particulars of any item in our line. Let us mail you our latest Catalog.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

They Sell from Jan. 1 to Dec. 31

Seasons come and go, but the sale of Lloyds Low-Down Spring Wagon Seats is only gauged by the energy of the dealer who handles them. They fit any Wagon or Sleigh Box. Can you handle a line that will give you a greater number of prospective customers?



The Wagon Loaded

Lloyds Low-Down Spring Wagon Seat

It takes up no box space, is slung low and gives protection from the wind along with perfect control of the team. Made only of the best materials, light, strong, durable.



Going Home

Write today for Prices and Particulars. Order your Wagon Boxes this year without seats and let us quote you the prices for Lloyds.

WAWANESA WAGON SEAT CO. Wawanesa, Manitoba

BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:

346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

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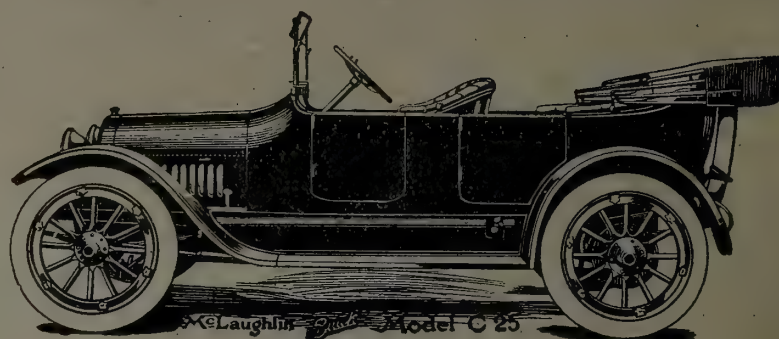
Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.

1915



CARS



\$1,250 f.o.b. Oshawa

Five Models, varying in Price from \$1,150 to \$2,250 f.o.b. Oshawa

TO DEALERS: We extend to all implement and automobile dealers a most hearty invitation to visit us while in Winnipeg during the Bonspiel. We are making a complete and comprehensive display at our Sales Rooms, 204-212 Princess Street, Corner of Ross Avenue. There we will have the latest models and improvements of McLAUGHLIN AUTOMOBILES on view. We will also show a very full display of our well-known line of high grade Carriages—including some new models shown here for the first time.

A visit to our Showrooms, we feel confident, will be both pleasant and profitable to every live dealer. To supply the demand for automobiles and vehicles the dealer must handle goods of Quality. On our floors you will find a selection unsurpassed anywhere.

Have your mail addressed in our care, and accept the freedom of our offices for yourself and your friends. Our staff will be only too willing to assist you in any manner possible.



**We Want to Demonstrate to You the Advantages of our
1915 Valve-in-Head Motors**

McLaughlin Carriage Co., Limited - Winnipeg

Showrooms: 204-212 Princess St.

Garage: 275-277 Maryland St.

Western Branches: Regina, Saskatoon, Calgary, Edmonton, Vancouver.

HEAD OFFICE and FACTORY: OSHAWA, ONTARIO

Canadian Airmotors



Canadian Farmers Have Caught The "Made in Canada" Spirit. They Want Canadian Made Goods.

Good Business Sense, As Well as Patriotism, Demands That You Push Our Lines. They are Made In Canada.

Foreign made or imported goods have lost their attraction for the Canadian farmer. He has become intensely patriotic—he has caught the new, national "Made in Canada" spirit—and he intends to keep his good money in his own country.

By pushing Canadian made windmills, engines, grinders, saw frames, pumps, etc., you get the direct benefit of the great "Made in Canada" publicity campaign, which is appearing in nearly every publication in the country. Your sales will be larger, your profits larger, and you will have the satisfaction of helping your country.

Our goods are "Made in Canada" by Canadian workmen and with Canadian materials. The money we get for our goods is spent right here in Canada paying for Canadian labor and buying Canadian raw materials.

If you want to handle a line which will be in greater demand this year than ever, write us about our agency offer. Just fill in the coupon and mail.

ONTARIO WIND ENGINE & PUMP CO., LIMITED

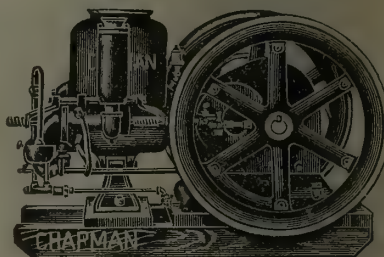
TORONTO

MONTREAL

WINNIPEG

CALGARY

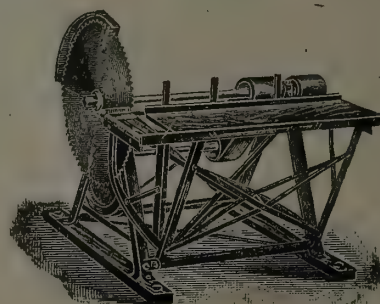
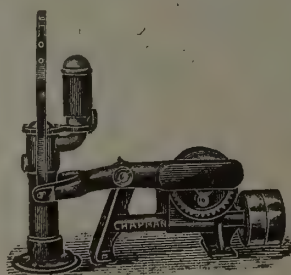
Chapman Gasoline Engines
Chapman Water Systems
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Toronto Windmills
Grinders
Pumps



COUPON

Please send us information about your agency and its money-making possibilities.

Names.....
Post Office.....
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Memories of 50 Years

From valueless frontier land to a prosperous farm—how the years go.

But what of the magic?

Good implements multiplied the work of willing hands and the steps of restless feet—labor was made profitable.



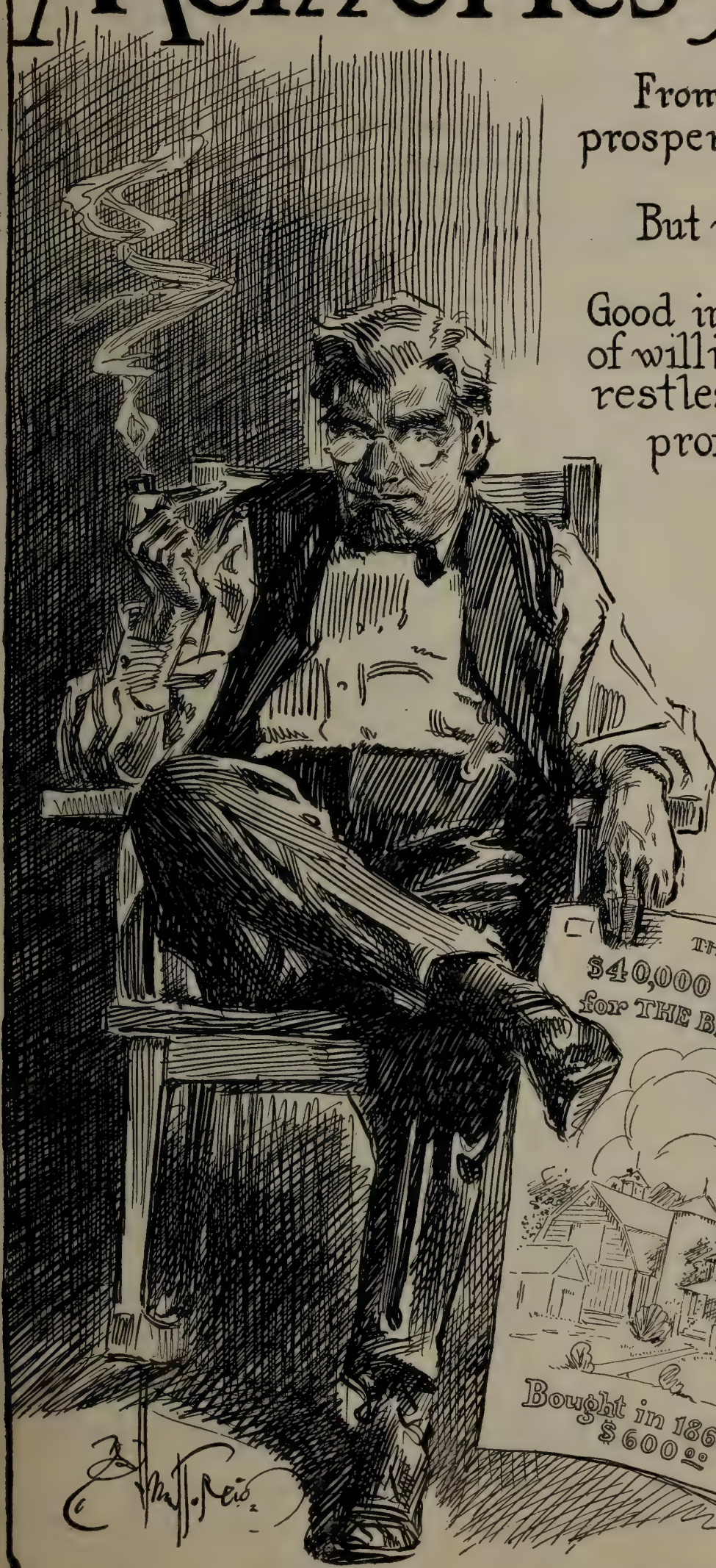
JOHN DEERE plows turned the first furrows on this frontier farm—are turning them yet.

From boy to man and from man to boy, JOHN DEERE plows are associated with farm profits.

Always and everywhere

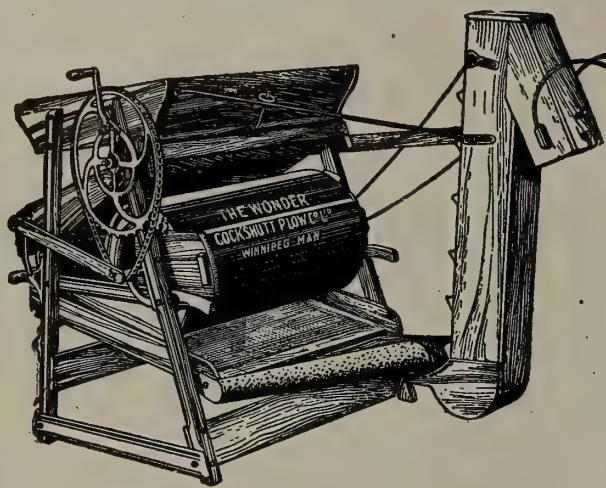
JOHN DEERE
QUALITY

Valuable alike to dealer and to customer.



30 Bushels Per Acre

Will the Crops of Your Customers Average Thirty Bushels of Wheat to the Acre? Only four essentials are necessary—You can supply them with the means of controlling three of them—and effecting the result of the fourth



Seed - - - Soil Machinery and Weather

The first three essentials are entirely under their control—and the latter partly so, because thorough cultivation under dry farming methods will greatly lessen the effect of drought. Proper drainage also helps materially. But no matter how good the soil and its tillage, or how favorable the weather, no thirty bushel crop ever grew from weak, small, shrivelled seeds.

Like Produces Like

Explain to them that small, shrivelled, shrunken kernels fail to germinate, or have stunted growth, reducing the yield. Weed seeds usually grow and multiply, displacing an equal number of kernels of wheat, also reducing the yield. Weed seeds further rob the soil of the moisture and fertility the wheat requires—also reducing the yield.

Good plump seed grain should grow 4 to 6 stalks from one kernel. On each stalk there should be 18 to 28 kernels. In other words, each kernel of good plump wheat planted should yield from 75 to 150 kernels. Only the large, plump kernels should be sown. The small, shrivelled grain, wild oats, and other noxious weed seeds should be winnowed out by the best mill for the purpose.

The "Wonder" Fanning Mill

It has not an equal. Regular equipment is with 15 all-zinc screens. Among them is a wheat screen for the lower shoe with special large mesh to separate the large, plump kernels for seed. It separates wild oats to perfection and sends them out with the chaff. Its numerous adjustments adapt it to all classes of work.

Every farmer should have one—now is the time to buy. Spare time in winter can be used to excellent advantage. The increase per acre will be required by the Empire and will repay the cost of the mill and the time spent, several times over.

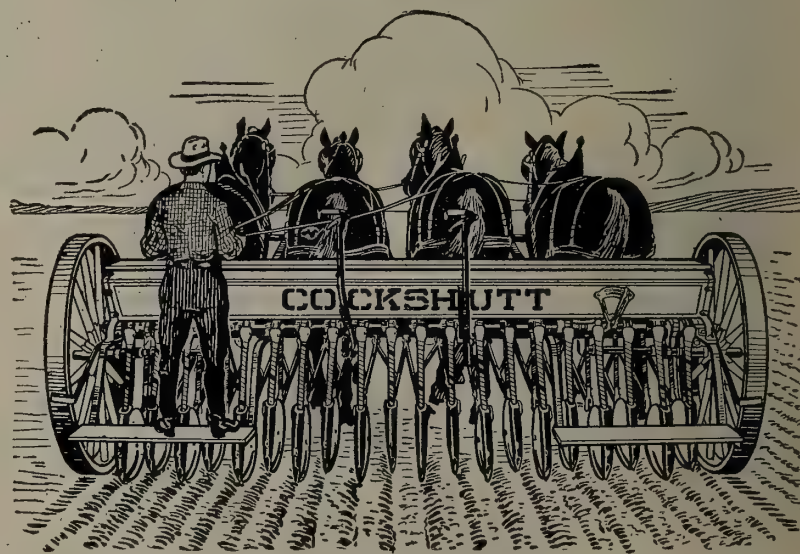
The "Wonder" Mill invariably gives satisfaction. You will make good customers by handling this line. It will advertise your business and other implements in a most beneficial way.

The Proper Drill

It is just as important to get the grain properly planted as to select clean, plump seed. The Cockshutt is the Drill to offer—it has an enviable reputation for long service and satisfactory results in every part of Western Canada. With it every seed is put in its proper place—in the centre of a specially prepared channel—at uniform depth—and each row well covered.

Expert Canadian workmanship goes into each machine. We guarantee the Cockshutt to work well, wear well, and be of exceptionally light draft.

Place your orders immediately—and be ready for every demand your trade can make of you. Increased acreage is going to require more machinery in the Spring.



Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. XI., No. 2

WINNIPEG, CANADA, FEBRUARY, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

What's the Matter with the Implement Business?

During the convention of the Western Association of Implement Dealers, held at Kansas City, in January, George W. Collins and J. H. Sewell, both prominent Western dealers, took the opposite sides in a discussion on the subject: "What's the Matter with the Implement Business." We regret that space forbids the appearance of all remarks pro and con this interesting subject, but glean a few of the leading features for the benefit of our readers. Mr. Collins maintained that—

"Nothing is Wrong!"

"The fellow," said Mr. Collins, "who suggested this topic probably didn't make any money last year or the year before, and without analysing conditions surrounding his own particular institution, which might be responsible for the loss, he threw up his hands in hopeless surrender and howled, 'What's the matter with the implement business.' Show me, if you can, any business which is more universally in demand and more absolutely necessary in our farming communities, which has done more to make our country livable, lovable and prosperous than the implement business."

Vividly Mr. Collins pictured the past; how machinery in the hands of the pioneer farmer had transformed the great American Desert from a sunburned, trackless waste into a vast stretch of magnificent farm land.

"What's the matter with the implement business? Absolutely nothing. It's the same to-day, yesterday, to-morrow and will continue so forever. Just so long as the farmers farm the farms—just so long must the implement business live, move and have its being, a necessary part of every agriculturist's equipment, a sure source of profit and pleasure to the manufacturer and wide-awake dealers. The scythe and cradle of the then has given place to the binder and header of the now.

The walking plow of the beginning has gone to the scrap pile and the ponderous engine plow is snorting its defiance to the agriculturist of the past and whistling its welcome to the progressive farmer of to-day. With the agricultural world for a market and every agriculturist a possible customer; there is a never-ending, ever-increasing demand for the factories' output. Progressive farmers, ready and anxious to try out the labor-saving specialties and give zest to the inventive genius in the implement world—what more could you ask?

"But what a man the implement dealer has to be! He must have the fine eye of an eagle to read the microscopic print on the many pages of the contracts he's called upon to sign; and the backbone of a jellyfish to prevent him from objecting to some of their provisions. The patience of a Job, the intelligence of a Wilson, the suavity of a Bryan, the pugnacity of a Roosevelt and the stick-to-itiveness of a mustard plaster are but a few of the accomplishments of the successful implement dealer. He must have an X-ray attachment to his collection department to enable him to see the true inwardness of the man who, through sickness or bad luck, can't pay his note until next year. He should be a better accountant than the best of book-keepers, because he should not only be able to collect an account after it has been made but be able to distinguish between the good and the bad before it is made. He should be a prophet, able to foretell crop results of the coming season, the implements necessary to take care of it and the amount of business he is going to be able to grab from the other fellow! Above all things he must be able to spell and define, from every angle, the word 'profit' as applied to the delivered cost of the goods he proposes to sell.

"And he must know that all of his expense of doing business must be deducted from the difference between what he pays net and what he gets gross before he has made a cent; that every sale he makes affects the result one way or the other; that an implement sold on time without interest reduces the profit; that an implement sold on time with interest is often not as good as a sale made for less money and for cash; that the goods in the warehouse are more valuable than a bad note in the filing cabinet.

"We engage in the implement business for the sole purpose of making a living out of the difference between what we pay for the goods we sell and what we sell them for, which difference must be large enough to pay all the expenses of handling, the aforesaid living and a reasonable interest on the money invested.

"The money invested is always worth interest and the laborer is always worthy of his hire. Any business which fails to produce this answer is 'not a business at all, it's a mistake; and the only remedy for such a condition is to correct the mistake or get out of the business!

"If you have been lax in your selling methods, tighten up, insist on the buyer paying cash for his machinery or paying interest for the deferred payment. Protect your time sales with security as far as possible. If you are going to play at banking, imitate the banker in his way of doing business. Keep both eyes on your collections. Get a profit on the goods you sell or don't sell the goods. Make a mental inventory of those of your customers who make a practice of telling you how much better they can do in the other town and keep them travelling. Be a little more independent in both your buying and your selling. Buy only what you can pay for and pay for what you buy. Be honest with your customers, be honest with your com-

petitor, be honest with your wholesaler, and above and beyond all, be honest with yourself. A little more introspection and a little less criticism of the other fellow will work wonders."

J. H. Sewell Replies:

In replying to Mr. Collins, J. H. Sewell, pointed out how in the early days farming was done on an extensive scale. The country was big and wide, and a man could so control his affairs that he could operate a very large tract of land and realize a fair return for his time and labor. Now the country is settled up and individual farm operations become less extensive and more intensive. The same is true of the implement business; the field of operation is reduced, hence the operations of the dealer must be more intensive to be profitable or successful. Talking of the farmer entering the implement business Mr. Sewell said:

"I believe that Mr. Collins touched upon the fact that a great many men going into the implement business are farmers, and he said we have no right to complain of their coming in. That is true. The farmer is a business man. As a farmer he is a 'most elegant' specimen of a business man. So far as I know he is the only man in the wide world that demands a cash market for the stuff he produces and obtains the privilege of an open market for cash or credit in which to make his purchases. Now, it would be better if he would engage in any business other than the farm implement business, because of his long standing opinion that the implement business had been too profitable and that he has been compelled to pay too high a price for the goods he has required in that line. He goes into the business with the idea that he is going to be a reformer and that he is going to overcome some of those things for which he thinks the dealers are to blame.

"The farmer goes into the game with wrong ideas, wrong impressions and unwarranted prejudices. It is all right for any man to engage in any business or occupation that he thinks will be profitable to him, but of the things a man would think a farmer should not do, going into the implement business is first. There are too many of us already engaged in it.

"Sometimes a jobber puts a new machine on the market. His representatives call upon some well known dealer in his territory to introduce that machine. As a matter of course you know that this is done at considerable outlay, depending upon the popularity, price and the qualities of that machine. But they go to the dealer and obtain a contract from him covering a certain territory, giving him a big field of operation and with good possibilities. It looks good to him and he signs the contract after reading all the fine printed matter in it. He uses his energies and his money to introduce that new machine into the territory assigned to him, but, lo and behold, when his contract expires he is unable to renew it for that territory, although he may have worked it well and faithfully. Now, that is one of the wrongs done by the manufacturer.

"Again, a dealer may want part but not all of the line of a certain house. Suppose it is a grain drill you want. The jobber has the grain drill and you feel that it is the drill you should handle in your territory, and you contract for it. It meets your expectations, and you do a good trade. You benefit by its sale! Then the jobber comes to you and says: 'Now you take on more of our line of goods or we will have to place this drill with another

concern that will.' Here is where the jobber or manufacturer makes a mistake. Naturally he is anxious to sell all the goods he can, but if he was selling his full line in your territory, and you gave him a trade on that line of drills, he should, so long as you give good results on that line, continue the single agency with you."

Suggested Vehicle Warranty

A joint committee representing the Carriage Builders' National Association and the National Federation of Implement and Vehicle Dealers' Associations, during a conference held at Kansas City, Mo., January 13, recommended the following Vehicle Warranty:

"We warrant each new vehicle manufactured by us, to be as represented when used as a private vehicle, to be free from defect in material and workmanship under normal use and service, our obligation under this warranty being limited to making good at our factory any part or parts thereof which shall within one year from date of sale, be returned to us with transportation charges prepaid, and which our examination shall disclose to our satisfaction to have been thus defective; this warranty being expressly in lieu of all other warranties expressed or implied and of all other obligations or liabilities on our part, and we neither assume nor authorize any other person to assume for us any other liabilities in connection with the sale of our vehicles.

"This warranty applies to wheels only when the owner keeps the tires tight; nor do we warrant rubber-tired wheels against taking on excessive dish.

"Nothing in this warranty shall

render us liable to make good any damage to paint or varnish resulting from the action of ammonia or extraordinary exposure to the elements.

"We will not be responsible for any repair bills unless authorized by us in writing.

"In consideration of this warranty the purchaser agrees to give the vehicle fair use and reasonable care, and to make no claims for replacements resulting from accident, negligence or abuse; or in case he shall fail to keep his part of his purchase agreement. He also agrees to report to selling agent claims for defects within thirty days of discovery."

U.S. Implement Exports Drop

Statistics recently issued by the U.S. Government covering the eleven months ending November 30, show that implement exports for that period amounted to \$21,306,964, a decline of ten million dollars compared with the corresponding months in 1913. During November, 1914, the implements exported from the U.S. only valued \$278,376, compared with \$2,002,959 during November, 1913. This decline is of course due to the war in Europe.

Wisconsin Sleigh Law

The manufacturers of sleighs in Wisconsin, and manufacturers who ship sleighs into that state, are at present interested in a law passed by the Wisconsin legislature regulating the width of sleighs to be sold in the Badger State. The law requires that after January 1, 1915, draft sleighs, where the distance between runners from center to

center is more or less than 4 feet 6 inches, will be penalized if sold. The penalty applies both to the sale and use of such sleighs. Cutters and light sleighs are not included in the provisions of this law. This law requires draft sleighs to be the same width as wagons, that is 4 feet 6 inches from center to center, the contention being that the tread being similar will add to the convenience of travel, especially in the spring of the year when roads are breaking up.

The law allows farmers and others to use such draft sleighs as they now have and also permits dealers and manufacturers to sell such sleighs as were manufactured prior to January 1, 1915.

Canada's Duty—1915

The following, published by the Commission of Conservation at Ottawa, contains sentiments which are worthy of thought by every Canadian:

"Conservation and development of her

Water-powers
Minerals
Forests and
Fisheries

Large increase in farm production

Increase in live stock production

The cultivation of the garden plot

The purchase and use of goods "Made in Canada"

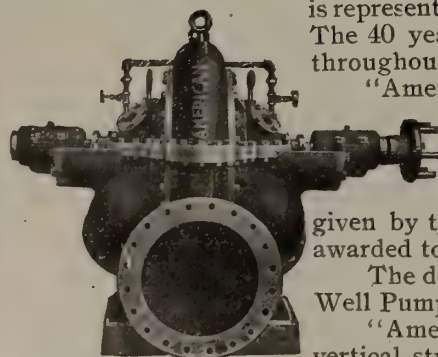
Provision for technical training of her sons and daughters

Further advances in providing sanitary homes and clean cities for her people

Extension of the "Safety First" movement

Further reduction in fire losses
Business as usual."

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

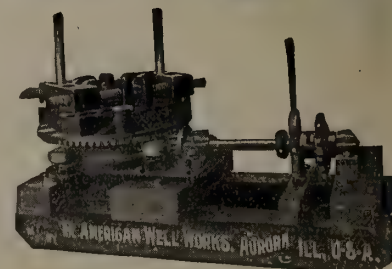
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied Territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, Ill., U.S.A. Chicago Office, First National Bank Building



The Indispensable Disk Harrow

By E. R. Walker, International Harvester Company

There is one way to increase crops, to give bigger yields per acre without investment in fertilizer. High prices are the great incentive for every farmer to increase his yield in 1915, and to that end the implement dealer can, with profit, increase the number of farmers who will utilize one of the surest ways to bigger crops.

If a dealer or salesman knows of a farmer who is without a disk harrow or spring-tooth harrow at this time, and fails to grasp the opportunity of telling him how these machines will increase his yield he lets flit by a chance to bring profit to the farmer.

Preparing the Seed Bed

The farmer plows his field. It may look mellow and ready for sowing or it may have lumps on top and he smoothes it with a peg-tooth harrow or clod crusher. Then he sows, sometimes broadcast, and believes in Providence to send him a bounteous yield.

Salesmen are missionaries as well as salesmen, and pointing the way to greater yields is the finest kind of missionary work. Help these farmers to see the bottoms of their furrows and it will open their eyes and give them understanding.

The farmer who has a heavy, black soil will find his furrows breaking up into big clods. He can make of these clods a good seed bed if he will disk before he plows and disk after he plows.

If clods still are in evidence, he can raise and pulverize them with a spring-tooth harrow. He can count on the disk drill and the peg-tooth harrow to give a final smoothing.

The ideal seed bed for most crops is one in which the furrow slice is mellow and moist from top to bottom, yet compact throughout.

It is porous enough to contain air, yet has no large air spaces which will cause rapid evaporation. It has close contact with every inch of the bottom of the furrow and will draw moisture from the subsoil by capillarity. There are no clods, no lumps. It is mellow, moist, compact.

The disk harrow is the one implement most indispensable in making this ideal seed bed. Used before plowing, it will pulverize the soil which will lay next to the bottom of the furrow, eliminate large air spaces there, and get the capillary connection with the one source of moisture during dry seasons.

Conserving Available Moisture

A field of growing grain shades the ground reasonably well. Moisture is not very rapidly evaporated. The grain is cut off during the hottest and usually the driest part of the year. In walking across that stubble three or four days later one notices that the surface is cracked open in every direction—in some places three inches deep.

The dry, hot air has sapped the soil so rapidly that it contracts and bakes, leaving openings to the moisture deeper down. For the extreme distance, suppose this grain farm is in a semi-arid section where soil is only ten to twelve per cent water.

How can this moisture be saved for growing the next crop? Let the farmer put one of the boys on the disk harrow and have him follow closely behind the binder. Paradoxical as it may seem, he should disk the top of the soil to stop there the capillary action which he should produce at the bottom of the furrow by disking before plowing.

Stubble ground is quite compact. When disked, it is left rough and lumpy. Air is held between the lumps and prevents the moisture below from reaching the surface where it would evaporate and become lost. Thus, disking after the binder conserves moisture for the next crop, provided the ground is fall plowed or harrowed again before it dries and cracks open. Incidentally, it will often start weeds growing, which are killed when the field is plowed.

The salesman should not merely tell the farmer that the disk pulverizes the clods and makes a better seed bed, he should go farther and tell why it makes a better seed bed and how to do it on the particular kind of soil the farmer is tilling.

The Utility of the Disk Harrow

The utility of the disk harrow does not end with preparing good seed beds and conserving moisture. There are other valuable uses to which a farmer can put this implement:

Roughing the surface soil to prevent drifting.

Killing quack grass by disking every ten days and raking and burning the grass.

Covering manure, winter spread on fall plowing.

Filling dead furrows and leveling ridges.

Keeping orchards free of grass and weeds.

Cutting up sods before plowing and after.

Cutting stalks with blades sharpened.

Preventing surface soil from washing.

Loosening snow on grazing land so cattle and sheep can reach the grass beneath.

If the dealer has an International disk harrow stored away, let him set it up and put it in his window where farmers can see it. A well-painted disk harrow like that will relieve the monotony of the average store window display and make the suggestion which may "discover" many disk harrow prospects.

Help the farmer to increase his crops in 1915, and you help him buy disk harrows. It is easier than trying to "sell" him, and he is better satisfied, for you have not only helped him buy the harrow, but have told him how to use it and why.

The Value of Deep Plowing

Someone has characterized deep plowing as "vertical farming" and we desire to emphasize the merits of "vertical farming." A farm of 160 acres contains 160 x 43,560 square feet, and the old style "deep" plowing, six inches

deep, puts into use 3,484,800 cubic feet of soil. But if the plowing be done a foot deep it uses 6,969,600 cubic feet for storing the water and furnishing available chemicals for the growing plant. It doubles the size of the farm, and it is a truth that it more than doubles the net profits of the farm. Though this may not always be apparent in any one year, it is bound to prove itself in, say, five or ten years' total yields, says Northwestern Agriculturist.

Farmers cheat themselves out of their second farm when they use only the six-inch deep farm on top. Deeper tilling is thoroughly approved by scientific farmers and by experiment station experts. It provides a valuable reservoir in which to store all the rainfall, and the snow of winter, and it doubles the available elements of soil fertility, and insures growth, almost regardless of summer drought.

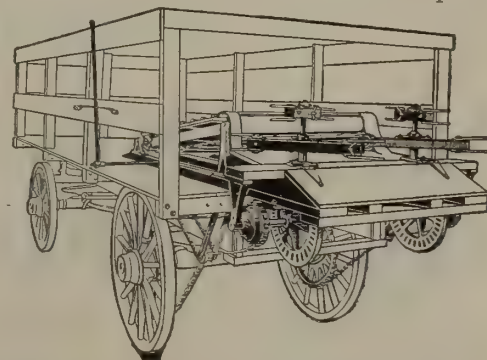
Twelve-inch plowing is hardly within the range of genuine "deep tillage," for there are machines now which easily go eighteen or twenty inches down, and do so without bringing the undersoil to the top, where it would be a detriment to growth for a year or so until it had thoroughly disintegrated and decomposed.

Here is the New "Money-Maker"

You dealers who have been looking for a new money-maker have found it right here, not only for yourselves but for every farmer who buys it.

This new implement—unknown and unheard of three years ago—is now used extensively by hundreds of wheat farmers, many of whom would not take double the price for the one they have unless they could get another.

The Simplex Straw Spreader



Dealers and farmers alike agree that the Simplex Straw Spreader is the greatest advance in farm machinery since the days of the self-binder. With this spreader, which can be attached to any rack or hay frame, a farmer can cover 20 acres or more a day. Straw covered wheat land means an increase of 5 bushels an acre—in "blow" sections, these spreaders mean the saving of wheat crops—land does not blow when covered with a light layer of straw.

Live Dealers Wanted in Many Sections Yet Open

ADDRESS:

MANSON CAMPBELL CO., Detroit, Michigan.

Canada Warehouses: BRANDON, MAN.; CHATHAM, ONT.

The Success of Mechanical Milkers

Time was, and not so very long ago, when the mechanical milking machine was considered to be the hazy dream of impractical inventors. Dairy men and others were ready to condemn the milking machine as inefficient, useless and injurious, but we must now remember that the modern mechanical milker is vastly different from the old machines. It is revolutionized and improved; its success has been endorsed by hundreds of practical men who have made money by the use of this invention.

It is not too much to say that there is as great a difference between the milking machine of today and that of a decade ago as there is between the Marsh harvester of the early days and our self-binder built in 1914.

While the old machines were not always practical, the modern milking machine is a product of inventive genius and its use must be seriously taken into account in the solution of the farm labor problem. The milking machine cannot be set up in the barn and turned loose to do its work without any skill or assistance on the part of the attendant. It takes an

intelligent man to run a milking machine just as it takes an intelligent man to run any modern mechanism. Yet such is the simplicity of its construction that ordinary sense applied to its running insures successful operation.

If you question the practical nature of the machine, go to those men who have been using it for the past two or three years and ask them if they would be willing to operate their dairies without this great convenience. Ask them if they would be willing to go back to the old systems of hand milking where they were dependent upon the variable commodity of farm help. Ask them if they could produce as clean and pure and high-class a product of milk by the old process as they do by the new. Almost invariably their answer would be in the negative. They would tell you that if they were not able to use the milking machine, if they were forced to take these machines out of their stables, they would feel compelled to discontinue this line of farming.

The milking machine is no longer an experiment, it is coming to be a necessity. The time will come when this once despised job on the farm will have passed away and the mechanical work,

the milking machine, will have supplanted the old process of hand milking.

While there are cases where these machines have been tried and discontinued, in nine cases out of ten the fault was not so much that of the machine as of the careless method of running it by indifferent operators.

Farm Animals in the U.S.

The Bureau of Crop Estimates of the U.S. Department of Agriculture estimates that on January 1, 1915, there were on farms and ranges in the United States 198,577,000 farm animals—21,195,000 horses, 4,479,000 mules, 21,262,000 milch cows, 37,067,000 other cattle, 49,956,000 sheep, and 64,618,000 swine. These animals had an estimated total value of \$5,969,253,000—horses, \$2,190,102,000; mules, \$503,271,000; milch cows, \$1,176,338,000; other cattle, \$1,237,376,000; sheep, \$224,687,000; and swine, \$637,479,000—and an average per capita value that ranged from \$112.36 for mules, \$103.33 for horses, \$53.33 for milch cows, and \$33.38 for other cattle, to \$9.87 for swine, and \$4.50 for sheep.

Compared with January 1, 1914, the following changes are indicated: In the total number there was an increase of 7,922,000—horses contributing 233,000 to this gain; mules, 30,000; milch cows, 525,000; other cattle, 1,212,000; sheep, 237,000; and swine, 5,685,000. In total value there was an increase of \$780,021,000—gains of \$57,851,000 in milch cows, \$121,043,000 in other cattle, \$23,884,000 in sheep, and \$24,528,000 in swine, being offset in some measure by losses of \$101,536,000 in horses and \$47,746,000 in mules.

There are lots of dead ones who are of no benefit to the undertaker.

Lien Law in Saskatchewan

At the end of last November the Government of Saskatchewan issued a proclamation which has been, in many cases, misunderstood. The main points, shorn of legal verbiage, state that the Lieutenant-Governor in Council received authority to take measures for the protection of the property of all persons whose interests were jeopardised by the state of war. The second clause, which is the most important, simply states that goods which have been bought under a conditional sale, lien agreement or hire receipt, cannot be seized without the consent of the sheriff of the district wherein the property is situated. Every seizure or sale must be made by the sheriff and by no other person, under a heavy penalty.

The sheriff will take into consideration all the circumstances of each case and take action accordingly; he may withhold his approval altogether or authorize the seizure or sale of a portion only of the goods described in the chattel mortgage or other instrument—in any case his decision shall be absolute. Should a seizure have been made before the proclamation came into force and the goods have not yet been sold, no sale, beyond what is required to pay the costs of the seizure, must take place without the consent and approval of the sheriff.

Naturally the people most interested under the terms of this proclamation are the implement dealers and farmers. The object of this legislation—and this effect will assuredly be obtained—is simply to prevent a number of unfortunate debtors, who will probably make good if only given a little time, from being harassed, if not altogether pinched out, by creditors who may be inclined to exercise against such individuals the full powers they possess.

Makes Money For You And Saves It For Your Customers

A Viking agency makes money for you, because you can sell the Viking at a profit of over 33 per cent in competition both with the very best separators in the market and with many of the mail-order machines which are taking good cash out of your territory.

It enables you to save money for your customers by giving them a first-class machine for about half what they have to pay for most high-grade separators.

VIKING CREAM SEPARATOR

The Viking is made in Sweden, the birthplace of the cream separator industry, and during 1913 led all other makes in volume of European sales.

It is making a sensation in this country both in the trade and among farmer dairymen who have tried it. It means much bigger cream separator value for the money than can be secured in any American-made machine.

TERRITORY IS GOING FAST

If there is not already a Viking agent in your town, write at once for our prices and terms to exclusive agents. Some one in your neighborhood is going to build up a good business and make big profits handling the Viking during 1915. ARE YOU THE MAN?

Write at once and get our Proposition

SWEDISH SEPARATOR COMPANY
Dept. G. Monadnock Block CHICAGO



Increase Your Profits

Here is a Cream Separator that will sell, stay sold and give your customers unqualified satisfaction. A Separator with time and labor-saving devices found on no similar machine. It will out-wear, out-work and out-live these machines whose only claim is cheapness. The

"Premier" Cream Separator

is exceptionally simple in construction. Every part easily accessible; no corrugated parts; can be cleaned thoroughly in less than five minutes. Strongly built, machine cut, accurate gearing, entirely enclosed. Oiling direct to bearings—no projecting lubricators to break.

Made in Seven Sizes
From 220 to 1,000 lbs. Capacity.

Write Today for Dealers Proposition and full Particulars.

The Premier Cream Separator Co.
Galt Building (Cor. Princess and Bannatyne) WINNIPEG, MAN.



"Its a Long way to Tipperary"

for the dealer who tries to sell an unknown and unadvertised line of farm or dairy machinery or implements.

It pays to push a line that's popular

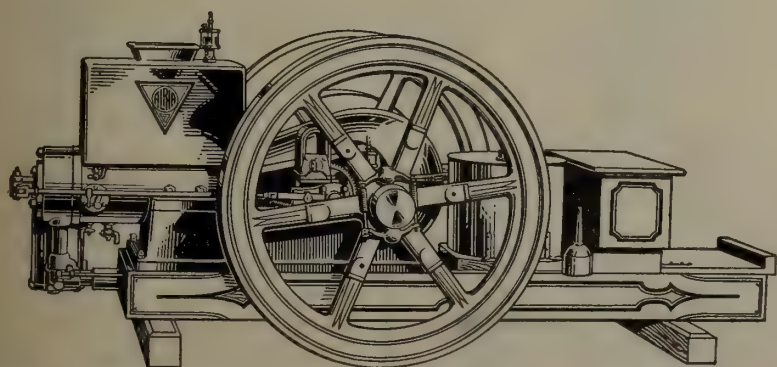
The name "De Laval" behind any machine or merchandise is a guarantee of quality and service that is recognized by every dairyman and farmer in Canada.

The dealer who handles De Laval Cream Separators, Ideal Green Feed Silos, Alpha Gas Engines and other De Laval Farm and Dairy supplies in 1915 will not have to waste any time trying to convince his customers that he handles High Grade Goods.

A contract for the full De Laval Line means more business, better business, easier sales and easier collections.

If we are not represented in your locality send in your agency application to our nearest office

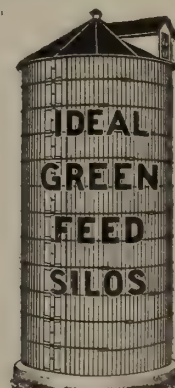
De Laval Dairy Supply Co., Ltd. WINNIPEG VANCOUVER
MONTREAL PETERBORO



The Alpha Engine is in a class by itself. Sell Alphas and forget what engine trouble is.



The world's standard De Laval. The easiest Cream Separator to sell.



More of these Silos are sold in Canada than all other makes combined.

House Literature Received

De Laval Wall Hanger

The De Laval wall hanger for 1915 is one of the finest bits of color work that an engraving department could produce. A lad, with his arms around the necks of two calves is feeding them from a pan of milk, the fine natural coloring of the subjects and scenery in background being particularly noticeable. The scene, which is, we believe, taken from an original photograph, is exceptionally applicable to the product of this famous cream separator concern. The months and dates are displayed in bold type, and for each month is given a tabloid resolution for the dealer in the form of suggestions as to the benefits that accrue to the users of the De Laval cream separator.

The Massey Harris Line

To be concise, yet comprehensive, and always a triumph of the printer's art, has ever been the outstanding features in the yearly publications of the Massey-Harris Company, Toronto. In view of the present wave of patriotism that encircles our Empire, the 1915 catalog of the company, recently received, is singularly effective in tone. The finely colored cover of the catalog shows, when extended, one of our vast Western grain fields stretching to the far horizon, and among the wheat, in the foreground, our Governor-General, H.R.H. the Duke of Connaught, along with

the Duchess and Princess Patricia. The interior frontispiece is a fine view in color of the Governor-General, in full dress uniform. A happy idea is a footnote, continued from page to page, giving details of our Empire, her Colonies, Protectorates and Dependencies. The center pages of the catalog are devoted to the reproduction in their various colors of the coats of arms of Great Britain and her Overseas dominions. The data given in this patriotic section of the catalog should be of the greatest reference value to all.

Scanning the features of the full Massey-Harris line we find, as in the past, that the typography and illustrations are of an exceptionally high order. The outstanding mechanical features in each type of machine are shown in individual illustrations, while the size of type used in the descriptive matter is large and easily read, a feature which could be copied profitably by many catalog producers. Details of the full Massey-Harris line are given—from plows to potato diggers, from binders and hay machinery to cream separators and gasoline engines. Wherever ground is plowed and seed sown, wherever grain is cut, the name "Massey-Harris" is familiar. The latest catalog certainly enhances the reputation of that name, and shows how this widely known concern strives to meet the needs of its customers in every clime. Dealers, we believe, can get copies of this excellent catalog from the nearest branch, or by

writing direct to the company at Toronto mentioning Canadian Farm Implements.

The John Deere Calendar

We are in receipt of the 1915 hanger for the John Deere Plow Co. As in the past the main feature of this hanger is the silhouette in white of the head of the founder of this famous organization. In white display upon a dark background, the letters and figures in this calendar stand out clearly and are easily read. Prominent in one corner is the "Leaping Deer," the totem of this plow concern. It will prove a tasteful decoration for the office of agents for this widely known plow company.

A Topical Calendar

The Waterloo Mfg. Company, Waterloo, Ont., have forwarded us one of their 1915 calendars, which, in view of present events, is very topical. At the head is displayed a reproduction of the famous picture of the Battle of Waterloo, which took place in June, 1815, the painter being P. Jazet, the famous French artist. This is peculiarly significant when one thinks how to-day the titanic struggle in Europe is being fought over the same territory in Flanders. Below the main illustration are shown views in natural colors of a Waterloo simple steam threshing and plowing engine, also a "Champion" separator. The well known lion's head trademark of the company occupies a prominent central position on the hanger, which should be an artistic asset to the office of Western dealers.

A Valuable Map

A recent edition of an Elevator Map just issued from the Department of the Interior shows some very interesting information with respect to the storage and transportation facilities, for the handling of the annual grain production of the three Western Provinces. The map shows the elevator capacity at each station on the different lines of railways, and, in order to simplify the location of the various places, each railway system has been shown in a separate colour.

Copies of the publication may be obtained free of charge upon application to F. C. C. Lynch, Superintendent of the Railway Lands Branch, Department of the Interior, Ottawa.

A Cushman Card

The Cushman Motor Works, of Lincoln, Nebraska, recently sent us a happy thought in the form of a calendar card, at the head of which appears the concise statement—"Be Happy and Sell Cushman Engines." We do believe that for the dealer this is one route to, at least, financial happiness. To dealers the obverse side of the card bears the wish that they may, "sell more goods, make more money and get better service from us in 1915."

President Sawyer has produced a revised Cushman proverb regarding knowledge that about hits the nail on the head—"He that knows not, and knows not that he knows not, is a fool.

Shun him.

"He that knows not, and knows that he knows not, is a child. Teach him the merit of the Cushman.

"He that knows, and knows not that he knows, is asleep.

Wake him, he will like a Cushman.

"He that knows, and knows that he knows, is a wise man.

Follow him, he will buy a Cushman."

The big increase in the sales of light weight Cushman engines is a fitting answer to their service and popularity among the farming fraternity. Everything points at a good year for the Cushman goods—and for the implement dealers who handle them.

"The Great Minneapolis Line"

These words stand out on the cover of the 1915 catalog of the Minneapolis Threshing Machine Co., West Minneapolis, Minn., one of the best publications we have seen from this well-known thrasher concern. The catalog is profusely illustrated with views of steam and gas tractors, details being given of valve gears, boiler sections, wheel details, fire boxes, skeleton views of motors, tractor frames, etc., etc. Steam and gas tractions and separators are shown in their natural colors—simple steam engines being shown in 16 to 35 h.p., and 30 h.p. compound. The gas tractors, made in 20, 25 and 40 h.p. are fully explained in detail. Particularly noticeable are a series of threshing scenes, while detail views of separators and feeders show the various points in design. Engine gang plows, weighers, loaders and baggers complete a publication which reflects the greatest credit to this well-known threshing machinery concern.

KING OF WILD OAT SEPARATORS

"New Superior" Wild Oat Separator

With our patented open and blank space sieves it positively separates every wild oat seed, causing them to lie flat, and not up on end.

PATENTED ADJUSTABLE WIND BOARDS are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

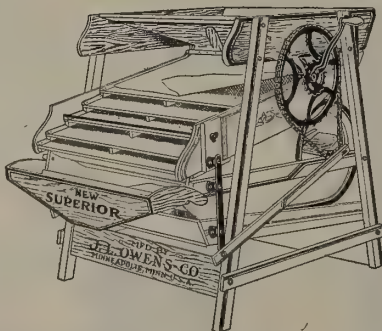
It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.

Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.
Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 Princess Street, Winnipeg



The Engine in the Home

The dealer who realizes that he can secure valuable selling help by enlisting the sympathy of the farmer's wife is on the right track for making engine sales. The woman on the farm has often absolutely no realization of what the engine can do in saving her labor and worry. In the past, practically every mechanical investment of her husband has been for equipment that was directly connected with the field labor—the house got little beyond the churn, separator, etc. If the dealer would appeal to such women, pointing out to them just what the engine can do—educating them to its possibilities—it will have a great influence upon his engine trade. On the farm, as elsewhere, the lady is the "power behind the throne," and when a woman wants anything she shows a wonderful persistence in attaining her desire. A writer in Oklahoma Farmer very clearly outlines the labor-saver that the engine is in connection with housework. He, or perchance she, says:

"At the commonest of everyday tasks an engine soon makes itself a necessity. Imagine a washday which consisted of nothing more than putting clothes, soap and hot water in a washer, giving a few quick turns to the wheel of a little engine, and leaving it alone to do its work. An hour or so later the clothes are thoroughly washed, ready to be put through a wringer turned by the same engine. Churning is reduced to the same simplicity, and the hard work of pumping water for the house becomes a thing of the past.

"Although the little attention needed can be given the engine by any housewife, there is another solution that gives her the use of the engine, and at the same time makes another problem easier. The solution is the growing boy, and it is the problem of keeping him on the farm that is at least partially solved. The woman whose son is her 'engineer' need have no fear that her power plant will go back on her when she needs it most.

"Together with other advantages of the small gasoline engine there is to be considered the important one of economy. Taking into account only the chores and other work done by the men the money value of the time and labor saved in the course of a year is considerable. If woman's work is also made a part of the engine's duties, its cash value is largely increased. A few cents worth of gasoline will suffice to do the hardest day's washing.

"Thus, for the woman as well as her husband, gasoline and the small engine have opened up the way not only to the enjoyment of more leisure time, but to a more economical accomplishment of work. It is not an expense, but an investment, as truly as are the machines that manufacturers have put at the disposal of her husband. The returns not only in money but in comfort and satisfaction are great, compared with the moderate cost and small operating expense."

The Human Touch

While it is a bad thing for any retailer to have too much money lying out, a little touch of human interest to a debtor will often do a great deal towards making him do his best to get square with you. When a man is daily hounded by his creditors he is heartened when he receives a friendly, cheery letter that makes him feel like bracing up to meet his obligations. Such a letter often succeeds when threats and bluster may only make the debtor feel that he does not give a red cent what you do regarding the

matter. A man who is hammered by his creditors beyond a certain degree becomes calloused, although by nature he may be far from a dead beat. If he really cannot pay his debts the next best thing the creditor can do is to try and build in him a feeling that you expect him to make an honorable effort to do so, and that you will be as lenient as possible while he makes that effort.

It is best to allow a debtor a chance to get in line with his own business conditions and the world, even if he hasn't a cent in cash to meet his debts. This chance does him good in the beginning, and will do you good in the end. The most honest man on earth may get disheartened, but once he sees that you have faith in him, and believe in his honor, he will surprise you with the spirit he shows toward his obligations. This human touch is not lost when inserted in a dunning letter, and the wording need in no way detract from the business tone of the communication.

Gasoline Production from Natural Gas

Inasmuch as we have in Canada various districts where

natural gas is found, in some places in very large quantities, it is interesting to recollect that gasoline can be made from natural gas by a mechanical process. The gas is first compressed from twenty-five to fifty pounds per square inch and then passed through cooling coils made of 2-inch pipe in which water is sprayed. The gas is then compressed to 350 lbs. and cooled off in the same manner as before. At the end of the second compression and distillation the amount of gasoline recovered amounts to from one and one-half to four gallons per thousand cubic feet of gas treated.

The liquid is received in tanks under high pressure and is prepared for market by mixing with lower grade naphthas and sold as gasoline. It is at times sold in the tanks for gas lighting and heating.

Natural gas is divided into dry gas, or that from which gasoline cannot be extracted on a commercial scale, and wet gas, so-called, from which gasoline can be made. The driest gas is that which contains nothing but methane. This is a gas, however, which is very rarely found in the oil fields.

Don't grunt—do your stunt!

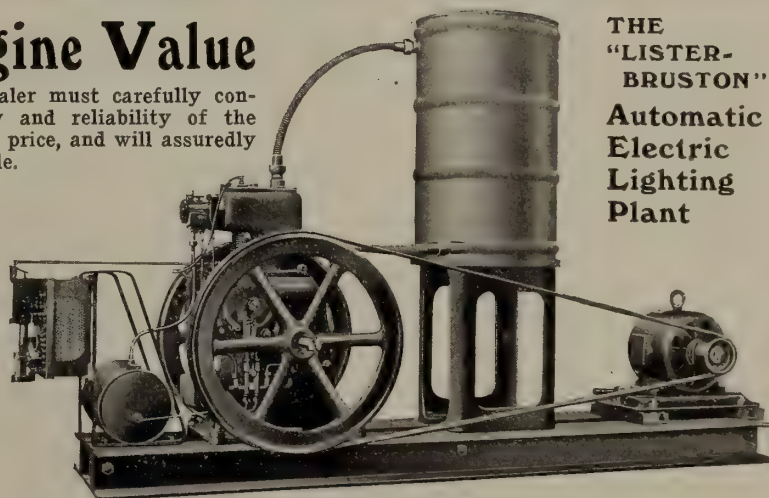
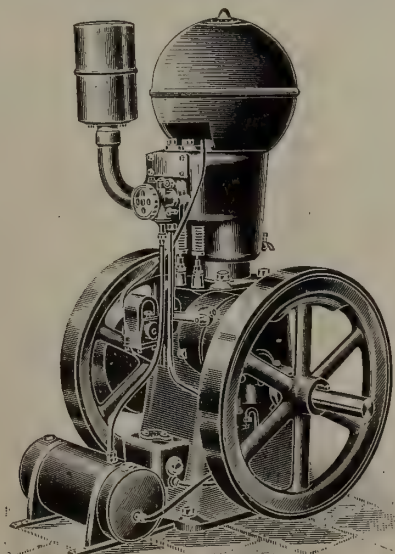
The Best in Engine Value

In considering a line of engines the dealer must carefully consider the construction, economy, durability and reliability of the engine. An unreliable engine is dear at any price, and will assuredly damage your prestige and harm your trade. You have the BEST when you sell the

LISTER GASOLINE ENGINE

Made in Five Sizes: 2, 3, 5, 7 and 9 horse power.

Fitted with Bosch High Tension Magneto Ignition and Automatic Lubrication.



THE "LISTER-BRUSTON" Automatic Electric Lighting Plant

Automatic Electric Lighting Plants

There are over 1,000 "Lister-Bruston Automatic Electric Lighting Plants in daily use. Made in sizes suitable for Farm or private use, Hotels, Halls, Churches, Moving Picture Theatres, for any place where electric light is wanted. When lights are turned on this plant starts automatically, when lights are turned off the plant automatically stops. Made in any size required.

The Ideal Engine for Farm Use

Made in England by British labor, at the "Lister" Engine Works. Unequalled construction, best materials. Extremely economical; the fuel consumption is automatically regulated by the work the engine is doing. Every part easily accessible. Automatic lubrication. No bothersome batteries; starts instantly. Develops full rated capacity. Write for copies of testimonials from users who are more than satisfied with the "Lister."

Write Today for Prices and Particulars of Lister Engines and Lighting Plants. Come in during Bonspiel and see them in operation.

R. A. LISTER & COMPANY
Winnipeg, Man.

Costs and Conditions

When all is said and done who is most to blame if the sale of any item of a line of farm machinery does not come up to the expectations of the dealer? The last word in selling is with the man who sells at retail. He knows, or should know, his cost of doing business, and if a legitimate profit is not forthcoming the fault must be somewhere with the retailer. If the cost of handling any article in stock is greater than the profit, why should the loss be put up with? Either the expense of handling the goods must be lowered and the retail price raised, or the dealer should quit selling the implement.


Dealers may argue that competition will not allow of this—that competition is too keen! Here enters the fellow in the next town! Who has not heard of him? Yet we must look at it this way. We are also the other fellow's competitor—each of us is "the man in the next town," and if the blame applies anywhere each of us must individually take our share and try to effect a remedy for conditions.

Some dealers may argue that their territorial rights are not respected. Who, then, is to blame; who signs the contracts? It is at that juncture that every dealer should carefully read his contracts so that they can be changed to suit his conception of the field he is to control and the conditions which he should have.

It seems scarcely reasonable to complain that the manufacturer overloads you, for this should be impossible if you are certain as to the selling capacity of different items in the lines you handle. No business man should be forced to buy more than he really requires; that sort of thing we have heard enough regarding from farmers who testify to the heavens above that the bold, bad implement dealers forced them to purchase against their wills. The man who purchases needlessly is irresponsible—and is not a fit individual to carry on a farm as a business proposition.

It may be true that a great many farmers "drift" into the implement business, but one can be very sure that if they do not run their concerns on a proper business basis the result will be that they will rapidly "drift" into some other line of life.

We cannot eliminate competition, in fact no live retailer would like to be without competition, for it keeps him humping and puts a zest into the day's work! But every retailer can



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
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F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

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ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
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WINNIPEG, CANADA, FEBRUARY, 1915.

make an effort to run his particular business so that he can afford to meet all the competition that comes along—and yet make a good living out of the implement business.

The Drag of Dead Stock

The retail dealer is, more and more, being brought to realize that the unswerving trend in the distribution of commodities is in the direction of reducing profits that are held above what experience has shown to be a legitimate level. In fact, to hold his own every dealer is forced to recognize that fact, when he confronts the continually increasing number of sources from which competition appears.

Here lies the great necessity for the dealer using the greatest care in purchasing, and also in selling, so far as he can, without a sacrifice.

It is, then, absolutely impossible for him to have any considerable proportion of his capital tied up in merchandise that is hidden away in dark corners awaiting a demand that may or may not develop. Should this dead stock become immovable, the result is that he has to depend on his other lines, and there are very few of these which can

bear the added burden of paying the way for the deadhead goods in the dark corner.

Descriptive Advertising

The average dealer depends far too much on his proximity to the farmer. He thinks because his store exists that the farmer must come in and see his goods, appreciate their value and buy them. That is very true, but the farmer should be told that the goods are there. No great store depends purely for business on the fact that it is located on a certain street. It advertises and tells the public that it has goods for sale. And when advertising it is useless to buy space in a paper and just say that you have binders, rakes, etc., for sale. Obviously you must have — if you are an implement dealer. Descriptions of the different machines are necessary. Give their good points and why they should appeal to the farmer. Consider the catalogue of a mail order house. They use gallons of ink in detailed description; that's why farmers read up the details and send the money order. Don't leave anything to imagination; don't suggest but write in detail. Build a word picture in your ad. and it will build your business for you.

Implements and Autos

In the sale and distribution of the immense number of automobiles sold annually to farmers at the present day, the manufacturer has to depend upon the jobber or general agent, and he, in turn, gets in contact with local agents, preferably men who are in intimate touch with the farmers of that district. This scheme of distribution is essential since the manufacturer has to leave that end of the business largely to jobbers and agencies so that he may devote all his time to production.

In the securing of local agents the logical man for the jobber or general agent to hitch up with is the retail implement dealer. This fact is shown by the large and ever increasing number of dealers who handle some line of automobiles. In this the dealer is especially suited to the job. He is an established business man. For years he has had a personal acquaintance with practically all the people of his community; he has possibly sold the vast majority of them tools and implements for years.

If the dealer takes the trouble to secure a good working knowledge of the gas engine and the other component parts of an auto, he is the right man in the right place. But this educational programme depends upon the dealer himself. No man can expect to sell a machine of which he does not understand the principles.

If a customer intends to buy a car, the dealer must be capable of fully demonstrating its possibilities. This is only possible when he has studied the car so that he can lucidly explain its various points. For the dealer who wants to make an auto connection, the best way is to purchase a sample auto for his own individual use. By using a car to do the travelling in connection with his store he will have the strongest possible argument for the sale of his goods, while he will also have a first class knowledge of its capabilities.

We recollect a dealer in southwestern Saskatchewan who a few years ago got the local agency for a car that appealed to the farming class.

Firstly he thoroughly studied the machine and its overhauling; learned how to make running repairs and all that was necessary to its successful operation and upkeep. In his travelling over the district he saved a whole lot of time and kept in intimate touch with his customers, and at the end of the first season he had sold no less than a dozen models of that particular make. This man in-

creased his sales to such an extent that now he carries on a garage and repair shop in connection with his implement business, and he regards the auto business as an important factor in his yearly trade. He finds that the auto business has improved his implement business and has drawn new customers to his establishment.

While all dealers may not be adapted to the sale of autos, the man who takes an agency and applies intelligent effort to the line will find that the auto agency is a paying proposition.

Winning Back the Customer

It is an axiom in the retail business that it is even more important to win back an old customer to your store than to get a new customer to patronize your place of business.

It pays, when a customer has drifted away through some insufficient reason, to show so much real interest in getting him back to your side of the street that he cannot remain indifferent to your efforts. To lose a customer temporarily is bad enough, but to make no effort to win him back is worse.

A man may cease patronizing your store through some grievance, either real or fancied. Cases have been quoted when a circular collection letter has been sent in error to a man whose credit was unquestionable. He naturally came in, paid the little he owed promptly—and did not come again! Any man who was possibly a little headstrong, and who thought his credit ought to be respected, is liable to be sore at this, hence the necessity for carefully checking the mailing list to which form letters have to be sent.

A prominent and successful retailer uses a letter in regaining lost customers some sentences of which may be suggestive to any retail dealer. He writes:

"You haven't paid us a visit for some time—a fact which causes us real regret.

"We are going to ask that you tell us frankly just why you have discontinued turning business our way.

"Has any implement purchased here failed to come up to your expectations? If so, we want to make it right.

"Have you at any time been treated discourteously while in our store? If so, it was unintentional; for no one here would wilfully mistreat a customer whose patronage is valued as is yours.

"We are in every way equipped to render you machinery service of the highest order. We are well

posted in local agricultural requirements, and sell at the lowest figure consistent with the high grade of goods we always insist on handling.

"Our stock is complete. You may feel safe in coming here and getting satisfaction whatever class of implement you may desire. We are anxious to serve you, to resume our old friendship with you. May we not look for a visit at an early date."

The Season for Publicity

During the winter and early spring is the ideal time for the dealer to overhaul his mailing list, to line up the good, live prospects to whom he can send the latest literature about any item of farm machinery which he handles. To throw this publicity literature broadcast is useless; discrimination must be used, and knowledge of the individual case brought to bear. It is little use sending Smith a glowing account of your cream separator if he bought a new one from you only the spring before, and it is wasted energy sending a d v e r t i s i n g matter concerning manure spreaders to a man who has practically no stock, and who does nothing but grain growing, however much he might profit by a spreader.

While the manufacturers and jobbers are only too willing to supply printed matter, we hear, right and left, from many manufacturers that they feel it is good money thrown away for all the use some dealers seem to make of this free publicity. Before the dealer writes a manufacturer for advertising matter he should carefully calculate just what type of matter is best suited to his community and district. It is scarcely fair to ask for reams of printed things which will later only be sent to the dust bin.

At the same time the dealer who does not keep his customers up-to-date in their knowledge of farm equipment possibilities is distinctly standing in his own light. During the opening months of the year if you systematically send a farmer printed matter that interests him it is fairly safe to assume that when his buying season comes it will require less energy on your part to sell him the goods, since he has already overhauled their features, as described, and has virtually read himself into a state of mind when sales are more easily consummated. Nowadays, when competition grows upon every bush, the live dealer must go in for this publicity work in the

right manner. Should he not do so, should he let the winter and spring months slip away without keeping in touch with his customers, he may awaken to find that the direct selling concerns have been diverting their custom by means of consistent letters, pamphlets, catalogs, etc.

The Factor of Profit

The manufacturer who secures a profit in a competitive market controls an organization so well that his costs leave him a margin after meeting competitors' selling prices. The head of a successful insurance agency makes money because he handles his staff with more than average ability. A retailer finds a surplus in his bank account when he merchandises stocks instead of going ahead blindly.

The man who shows no capacity either goes under or merely gets a wage—there is no profit if the customers buy at a price which only takes care of costs to do business and fills at market rates a pay envelope for the distributor.

The successful business man justly demands, and gets, something more as compensation for the satisfactory way he handles his risk. He is entitled to a percentage over and above all the items of his running expenses, plus salary, plus bank interest.

The Point of View

When all is said and done, the man who goes afield and looks at similar businesses to his own is usually fairly thankful to return to his own place of business. Consider the different points of view of the city and the country retailer.

The city retailer, worried by the competition of department store, of chain stores and the rivalry of community business, is wont to look with longing upon the existence of the dealer in the small town. He pictures the ease in which the country dealer lives, the distance which removes him from the chain store and the department store, with that yearning which comes to such dreams.

The country man as he locks up his store late in the evening sees mail-order merchandise piled up on the freight platform and watches the peddler's wagons pass by, longs to be in the city where early closing rules and where mail-order catalogs are scarcely known.

In brief, it depends upon the point of view. We incline to believe that in changing places the city man soon would yearn for his city competition, and the countryman for his long hours and mail-order problem.

Personal

Frank O'Neil & Co. is a new harness concern located at Moose Jaw.

Alex. Richards is discontinuing his retail implement business at Cartwright.

Taylor Bros., Brownlea, have sold their garage at that point to W. H. Lawrence.

A new concern recently organized in Regina is known as the Western Implement Supply Co.

E. C. Hendrickson has started a garage at Crossfield, and is agent for several makes of automobiles.

George Ford has bought out the implement business at Mazenod formerly carried on by C. H. McWirth.

Thomas Powley has bought out the retail implement business at Readlyn formerly carried on by F. E. Hill.

John Freeman is the latest addition to the implement fraternity at Killarney, where he has opened a warehouse.

W. H. Darling has taken over the implement business at Treherne formerly carried on by Staples & Wilson.

Alexander Turriff has closed down the implement business at Allan which he used to carry on at that Western center.

We regret to note the death of T. Kgelson, formerly a partner in the Bengough Implement Co. in the town of Bengough.

C. S. Margetson has discontinued the retail implement business at Carberry which he has carried on for some time.

The Manitoba Anchor Wire Fence Co., Winnipeg, recently suffered a considerable loss through fire on their premises.

Two implement dealers named Birney & Jackson have bought out the business at Reston formerly carried on by E. Harper.

The estate of Neil McAskill, Plumas, a concern which dealt in hardware and implements, was sold out by auction on Jan. 22.

Thomas Neely has bought out the implement and harness concern at Forward which was aforetime carried on by Joseph Keeton.

D. Arnovitch has bought out the harness stock of Neil McAskill, Plumas, and will do business at that center in Manitoba.

H. J. Eastman is going to combine two lines at Riverton, where he will carry on a butchers store and also a retail implement business.

The firm of Budd & Smith, implement dealers at Crandall, has

been broken up. In future W. J. Budd will carry on the business alone.

N. J. Rutledge, Regina manager for the J. I. Case T. M. Co., recently paid a business visit to Eastern Canada and the United States.

G. F. Hogg has closed down the implement business at Moosomin which he has carried on for some years at that Western point.

Burgess M. Moyer has withdrawn from the firm of Moyer & Co., Morris, a concern that handles farm implements and machinery.

The harness business at Souris formerly owned by J. A. Hanna & Co., has been sold to a firm doing business under the heading of Merrell & Kelly.

Joseph Collinson recently opened a well equipped implement warehouse at Abbey, where he hopes to do a stirring business throughout 1915.

Ross Wesley has sold out his implement business at Austin to a dealer named George M. Collier. We wish George every success in his new venture.

H. E. Donning is the latest addition to the implement fraternity at Lang. We wish him every success in his new warehouse at that Western point.

Young Bros., who carried on a retail implement business at Macleod, have dissolved partnership, one brother continuing the implement warehouse.

R. W. Bradley recently suffered considerable loss in his harness business at Ogema, the cause being a fire which damaged a section of that town.

S. A. Griffin has resigned as manager of the John Deere Plow Company of Baltimore, Md. Mr. Griffin has not announced any definite plans for the future.

C. Inglis has taken over the implement store at Tilney formerly controlled by H. L. Law. He follows the "law" and we hope will also have the "profits."

During a fire in Buchanan, Carl Iverson had his harness store badly damaged, while M. Swetleshoff suffered a complete loss in his implement warehouse.

Charles W. Ramage is the latest addition to the implement trade at Wawota. Charlie ought to do well at this point, and we wish him all kinds of success.

Glendon A. Moses and William Crosbie, who formerly were partners in a retail implement business at Caron, have dissolved partnership by mutual consent.

O. Dunton has sold out his implement business at Sidney to a

dealer named C. L. Creasy, while in the same town W. Mills has discontinued his harness business.

The firm of D. E. Alwood & Son, Nanton, has sustained a change in management. In the future W. M. Alwood will carry on this retail implement business alone.

A concern recently incorporated, with headquarters at Brandon, is the Jackson & Van Binder Co. This company will specialize in the manufacture of sheaf loaders.

The implement concern named Laknas & Liland, who are located at Govan, has had a change in management. Mr. Liland retires, his partner carrying on the concern alone.

A new concern, recently incorporated in Winnipeg, is known as the Manitoba Concrete Post Co., Ltd. They will specialize in concrete fence posts and other pillar work.

E. A. Mott, Western general manager of the Cockshutt Plow Co., is again at his desk after spending some time at the factory and head office of the company at Brantford, Ont.

F. M. Wolford recently suffered a considerable loss through fire in his implement warehouse at Bladworth. A new dealer to hang out his sign at this Western point is George A. Lapp.

The firm of McDonald & McCrindle, Glen Ewen, has been broken up, the partners dissolving by mutual consent. In future A. C. McDonald will manage this implement business alone.

The concern which formerly did business at Winnipeg under the name of the Canadian Carbon Co. has applied for authority to change the name of the company to be the Western Battery Company.

The implement business at Innisfail has seen some changes recently. Thomas Crawford has opened a new warehouse, and Pendergast Brothers have sold out their implement interests at that point.

R. McKenzie, Western manager of the McLaughlin Carriage Co., recently returned from a trip which took in the Western branches of his company, at Regina, Saskatoon, Calgary and Edmonton.

Frank Epp, who carried on a retail hardware and implement business at Aberdeen, has decided to cut out the implement side of his business, consequently will in future pay more attention to granite ware than to gang plows.

John J. Tang and Eddie

Tuttroen, who were partners in an implement business at Parkside, Sask., have parted company. In the future John Tang will carry on the concern alone, the lines including harness, hardware and implements.

William Butterworth, president of Deere & Co., Moline, Ill., was re-elected president of the Tri-City Manufacturers Association at the annual meeting of that body held recently at Davenport, Ill. The vice-president is G. A. Stephens, president of the Moline Plow Co., Moline.

We regret to note that Alfred Duxbury, implement dealer, Bowman was suddenly taken seriously ill on January 28. Mr. Duxbury, who was apparently in the best of health, was evidently attacked by some serious lung trouble. At latest reports he is gradually improving.

W. J. Wood is doing well in his hardware and implement business at Winnipeg Beach, that spot beloved of Winnipeggers during the summer season. William has opened a new branch business at Arnaud, and we hope he finds an increased business the result of his progressive policy.

H. F. Anderson, manager of the Tudhope-Anderson Company, Winnipeg, has just returned from visiting the head office and factory of the company at Orillia, Ont. While East he visited several other Eastern Canadian points, also stopping over on the homeward journey at Chicago and Rockford, Ill.

H. W. Hutchinson, of the John Deere Plow Co., recently returned from a visit to Toronto and other Eastern cities, visiting en route several of the cities in the United States. While in the east Mr. Hutchinson attended the annual meeting of the Dominion Bank, of which financial institution he is a director.

R. H. Lord, of Deere & Co., Moline, Ill., recently spent a few days in Winnipeg while on a business tour which covered all the American and Canadian branch houses of his company. At each of the Western Canadian branches, Regina, Saskatoon, Calgary, Lethbridge and Edmonton, he spent a day or two.

Thursday, February 4 was the birthday of our old friend, Joseph Maw. Born in Peel, Ontario, in 1854, Mr. Maw is that many years young. Intimately associated with the implement business for many years, he now carries on one of the most up-to-date automobile agencies in Canada. May he do so for many years to come.

The Aspinwall Mfg. Co.,

Guelph, Ontario, well known as makers of potato machinery, has been advised of the fact that its potato digger was given a Silver Medal by the Government of New Zealand, at the Agricultural Exhibition held in that country, November 19th, 1914. This was the highest award for machines of this character.

We are pleased to note that E. J. Ramsey, who was for some years in the Winnipeg office of the Massey-Harris Company, has taken the agency for that well-known concern at Red Deer. For some little time Mr. Ramsey has been travelling for the Sawyer-Massey organization, but now returns to his old love. We wish him all sorts of success in his new departure in the implement business.

D. E. McNeff has been appointed agent for the International Harvester Company at Rock Haven. Mr. McNeff is a live implement man with a finely progressive personality. In a debate at the local Lyceum recently he trenchantly attacked farmers' co-operative systems where such were used to send capital away from the district—thereby damaging the locality and the local merchant.

Raymond Olney, formerly power farming expert for the M. Rumely Co., La Porte, Ind., and for the past year editor of "Farm Engineering," has been added to the editorial staff of the "Thresherman's Review" and "Gas Power," two publications issued at St. Joseph, Michigan. Mr. Olney, who is eminently qualified for the position, will have charge of the editorial department in power farming in connection with both papers.

Earle E. Cherry, who for the past year was in charge of the sales and advertising department of the Regina branch of the Cockshutt Plow Company, has been transferred to the Saskatoon branch of that company. Before his departure from Regina the employees of the company at that point assembled in the manager's office, and G. S. Harold, on behalf of the staff, presented Mr. Cherry with a gold watch suitably inscribed.

John Macdonald, manager for the International Harvester Co., at Estevan, reports that orders have been issued for the immediate rebuilding of the tractor repair warehouse of the company at that point, which, as we recently reported, was destroyed by fire. The new building will be of more substantial construction and considerably larger than the former one in use, and will pro-

vide employment for about a dozen more men.

H. C. Roberts, vice-president of the Avery Company of Peoria, Ill., retired from that position Feb. 1 to accept the position of president of the Avery Company of Texas, Dallas, Tex., a corporation which handles the Avery products in that state. Mr. Roberts has been connected with the Avery Company and its predecessors during a period of thirty-five years. He started at the bottom and won frequent promotion by his ability and loyal service. We feel sure that he is the right man for the onerous position he now occupies.

With the death of E. C. Gossett-Jackson, at Rapid City, on February 3, Manitoba lost one of her pioneer settlers. The late Mr. Jackson came out from England in 1882, locating in the Rapid City district. For some years he engaged in farming, later entering the brick-making business. In 1894 he commenced a retail lumber and implement business at Rapid City with which he was connected until about two years ago. The deceased took a prominent part in civic affairs, twice having filled the office of mayor. Heart trouble was the cause of death.

W. L. Clark, head of the advertising department of the Moline Plow Co., Moline, Ill., has been promoted to manager of the New York Moline Plow Co., the eastern sales branch house at Poughkeepsie, N.Y. Mr. Clark has for three years been in charge of the publicity department of the Moline Plow Co., and is no stranger to the sales end of the business. For seven years he was with the Moline Wagon Co., retiring as sales manager of that concern. He will be accompanied to Poughkeepsie by Arthur W. Reid, a Moline man who until recently travelled out of Winnipeg for the John Deere Plow Co. Mr. Reid will be given Eastern territory with the Moline concern.

Higgins Leaves Rumely Co.

W. H. G. Higgins, severed his connection with the M. Rumely Company of La Porte, Ind., his resignation taking effect Feb. 1st. Mr. Higgins is perhaps best known as the inventor of the Higgins carburetor which has made the Rumely OilPull Tractor famous as the tractor which successfully burns kerosene and cheaper fuel oils at all loads.

The success of Mr. Higgins' invention is best attested to by

more than 4,000 OilPulls at present successfully operating on farms in the United States, Canada and abroad.

Mr. Higgins' connection with the Rumely Company dates from the first OilPull Tractor. For many years he has been head of the Experimental Department, also superintendent of the tractor works at La Porte. Mr. Higgins has not announced his intentions for the future.

Trainload of McLaughlin Automobiles

The McLaughlin Carriage Co., Winnipeg, are producing tangible evidence that the automobile business, as far as they are concerned, is in a flourishing condition. In order to meet the heavy demand for spring delivery and to get the cars to the Winnipeg branch which are required to fill a part of their orders, they have kept the factory busy and are now shipping trainloads of cars from the factory at Oshawa, Ont., to the western branches of the company. The first trainload, consisting of no less than thirty fully loaded special automobile freight cars, reached Winnipeg this week and will be followed shortly by further shipments. Such evidence of the financial

prosperity of the western provinces as far as the farmers are concerned is bound to create a more optimistic spirit among business men, while it indicates the popularity of this well-known line of automobiles.

The Merchant and His Community

Every individual should render some service to the community apart from that which is intended to benefit him individually. No one has a right to enjoy community benefits without rendering community service, said T. N. Witten in a recent address.

The strength of a great nation does not lie in its water powers, minerals or its rich and fertile soil. We have begun to know

that far more valuable is the life blood of its citizens and the well-being of its men and women, that the greatest and strongest nation is the one with the greatest number of happy and prosperous homes.

In the development of local communities the interests of merchant and customer, or farmer and townsman, are mutual and interdependent; that the family which purchases supplies of any sort abroad rather than of the local merchant to that extent weakens the community, and that the merchant who by reason of inferior service, poorly kept stocks, or insufficient advertising and salesmanship, is not equipped to fulfill to the utmost his proper place in the community is to that extent himself a factor of community downfall.

Famous "OLD TRUSTY"
and "LINCOLN"



Incubators and Brooders

The best Hatching Machines on earth. Write for Catalogue and Prices to Exclusive Selling Agents for Canada—

CUSHMAN MOTOR WORKS OF CANADA LTD.
Builders of Light-Weight, High Grade Gasoline Engines for all Farm Power Work

289 PRINCESS STREET WINNIPEG, MAN.

Don't You Want to See an Up-to-Date Factory and How Wood Goods are Made?

Would it not interest you to see the heaviest hardwood rims bent as easily as copper wire? Or buggy shafts formed to shape in a few moments; Our factory is equipped with the most up-to-date machinery in Canada for the production of wagon, vehicle and sleigh parts. Should you be in the city during

WINNIPEG BONSPIEL, February 10-20

You are cordially invited to pay us a visit. Every Dealer who can get away from his business between these dates we would like to shake by the hand. Make our offices your headquarters while in Winnipeg, and sample our cigars. In our factory, and in our warehouses we feel that there are many items that will interest you.

THE HOUSE OF ACKLAND IS AT YOUR DISPOSAL BE SURE TO PAY US A VISIT

THE
BEST
PLACE

Calgary
Edmonton

D. Ackland & Son, Limited.

TRADE

MARK

65-68 Higgins Ave.
Winnipeg

THE
BEST
GOODS

A Letter from the Antipodes

From Calgary to Christchurch, New Zealand, is a far cry, but recently James A. Latimer, formerly agent for the Cockshutt Plow Company at Calgary, sent a very interesting letter to an old time friend in the West, parts of which we reproduce herewith. Mr. Latimer who is widely known to the Western implement trade was across in New Zealand upon a business tour, his headquarters being in Sydney, Australia, in which city he represents the interests of the Cockshutt Plow Co. Mr. Latimer says:

"About the end of November I left Sydney, coming across to New Zealand, and from this city in South Island I now write you. The weather is lovely down here. In Sydney when I left we had 96 degrees in the shade with 70 degrees of moisture. We frequently go for a day from Sydney to Newport, about 35 miles up the coast, one of the prettiest drives imaginable. It is a seaside resort with splendid bathing and a surf that is the delight of swimmers.

"Here, in New Zealand, the climate is very similar to that in Victoria, B.C. It is the happy medium, neither hot nor cold. Christchurch, with its population of 83,000 is a very pretty place. The farmers here are all in good shape, and the country prosper-

ous. On the whole the people of New Zealand are better off than anywhere I know. Dairying, mutton, wool and cattle are the chief sources of the farmer's revenue. So far the effects of the European war are not felt to any



J. A. Latimer, Sydney, Australia.

great extent. There seems to be work for every man who is not too lazy to look for it!

"Across in Australia, as Government reports will show, the crops are veritably 'all shot to pieces.' This has been one of their driest seasons in that coun-

try. South and West Australia, notoriously dry territories, are in a very bad condition. Victoria expects to harvest less than 4,000,000 bushels of wheat. Last year this state alone harvested 32,000,000 bushels of wheat. New South Wales will have about half normal crop—an average of about six bushels per acre. In fact prospects are not very encouraging for the implement business—but I am pegging away as hard as ever. With all our crop reductions, I believe that Australia is financially in a better position than any part of America.

"Next year we will have a bumper crop, the war will be over and, I trust, the sausage eaters annihilated, Germany off the map and everything in the garden lovely!

"The passage across to New Zealand took four days. We travelled with lights out—but I'm too young a fellow to feel nervous!

"Strangely the other day, just before your letter came, I was thinking of our first meeting in Innisfail—eleven years ago, I reckon. Well I must stop and catch the mail boat, the S.S. Niagara—a good Canadian name. Best wishes to yourself and all my old friends in the Canadian West, from,

Yours faithfully,
J. A. Latimer."

Alberta Wholesalers Appoint Officers

The Alberta Wholesale Implement and Carriage Dealers' Association has completed its organization for the New Year, having held their annual meeting on the regular date, viz., Jan 2 in the Commercial Club, Calgary, at 12.30 noon. There was a good attendance at the meeting and after reports had been received from the retiring President, Mr. Trickey, as well as from the chairmen of the various committees, the following officers and executive were elected for 1915.

President, T. R. Scott
1st Vice-Pres., J. A. Blair
2nd Vice-Pres., C. G. Wuthrich
Treasurer, T. W. McKee
Secretary, W. E. Hall
Executive: A. W. Trickey, J. A. Tanner, L. E. Glover, J. T. Atkinson, S. H. Roe, F. G. Robinson.

The Executive Committee met the following Friday at the office of Mr. Trickey, and in addition to outlining plans for the coming year, appointed the various sub-committees as follows:

Legislation Committee: J. T. Atkinson, J. A. Tanner and A. W. Trickey.

Freight and Transportation: J. A. Blair, S. H. Roe, and L. E. Glover.

Membership: C. G. Wuthrich, T. W. McKee.

Entertainment: S. H. Roe, L. E. Glover and A. W. Trickey.

President and Secretary members of each committee ex officio.

An interesting feature of the annual meeting was the election of W. E. Hall as an honorary member of the Association, he having recently severed his active connection with the implement business. Mr. Hall was one of the original seven who were instrumental in the organization of the Alberta Association in 1906, and has been an active member ever since that time—in fact has acted as secretary since the second year after its formation.

Mr. O. S. Chapin was the only other member present at this opening meeting of the body.

Your Line of FARM IMPLEMENTS is not complete without "ACME" HARROWS

Because with the "ACME" your customers can produce bigger crops on perfectly made seed beds.
Because the "ACME" Harrows and Cultivators are being widely advertised and your customers will ask you for them.
Because the Three types of "ACME" HARROWS and CULTIVATORS are adapted to soil culture conditions in your territory.
Because you can have an exclusive agency with a good margin of profit on a live line.

Write our General Agents

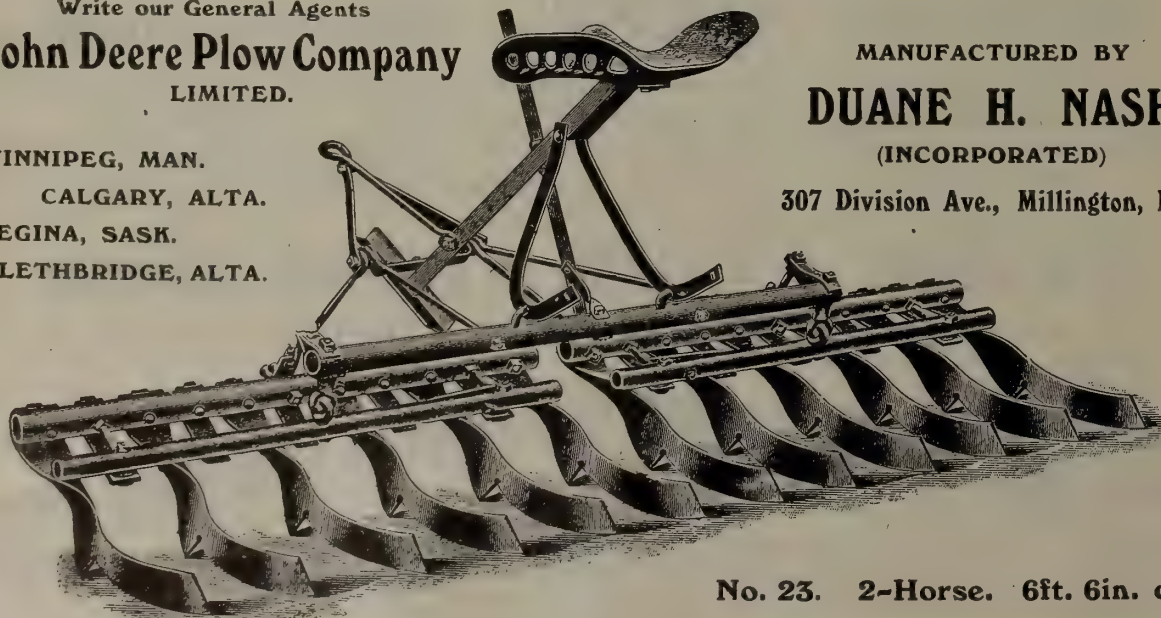
John Deere Plow Company
LIMITED.

WINNIPEG, MAN.

CALGARY, ALTA.

REGINA, SASK.

LETHBRIDGE, ALTA.



No. 23. 2-Horse. 6ft. 6in. cut

MANUFACTURED BY
DUANE H. NASH
(INCORPORATED)

307 Division Ave., Millington, N.J.

GET YOUR FARM HOME From the CANADIAN PACIFIC

An immense area of the most fertile land in Western Canada for sale at low prices and easy terms, ranging from \$11.00 to \$30.00 for farm lands with ample rainfall—irrigated lands from \$35.00. Terms—One-Twentieth down, balance within twenty years. In irrigation districts, loan for farm buildings, etc., up to \$2,000, also repayable in twenty years—interest only 6 per cent. Here is your opportunity to increase your farm holdings by getting adjoining land, or secure your friends as neighbors.

For literature and particulars apply to

F. W. RUSSELL, Land Agent, Desk 14
Department of Natural Resources, C.P.R.,
WINNIPEG

JOHN DEERE SPREADER

The Spreader with the Beater on the Axle
The Low Down Spreader with the Big Drive Wheels

JOHN DEERE
MOLINE, ILL.
THE TRADE MARK OF QUALITY
MADE FAMOUS BY GOOD IMPLEMENTS

Get Quality and Service

John Deere Dealers Give Both

John Deere Spreader
The Spreader with the Beater on the Axle—
The Low Down Spreader with the High Drive Wheels
A Revolution in the Art of Spreader Building

- 1 All driving parts mounted on rear axle.
- 2 Just a wagon when out of gear
- 3 Simple in construction. Only one-third the number of parts ordinarily used.
- 4 No adjustments (usually 10 to 20 are necessary) Nothing to get out of order
- 5 Roller bearings make light draft and insure proper lubrication of parts.
- 6 Low down, easy to load. Saves labor and backaches
- 7 Endless apron with positive ratchet feed. Cannot race going up hill. Spreads evenly and does not wear out.
- 8 Steel frame Rigid and simple in construction
- 9 Shock-absorbing spring Relieves strain when thrown in gear No sudden shocks on the horses' necks when machine is in operation.

JOHN DEERE
MOLINE, ILL.
THE TRADE MARK OF QUALITY
MADE FAMOUS BY GOOD IMPLEMENTS

Get Quality and Service

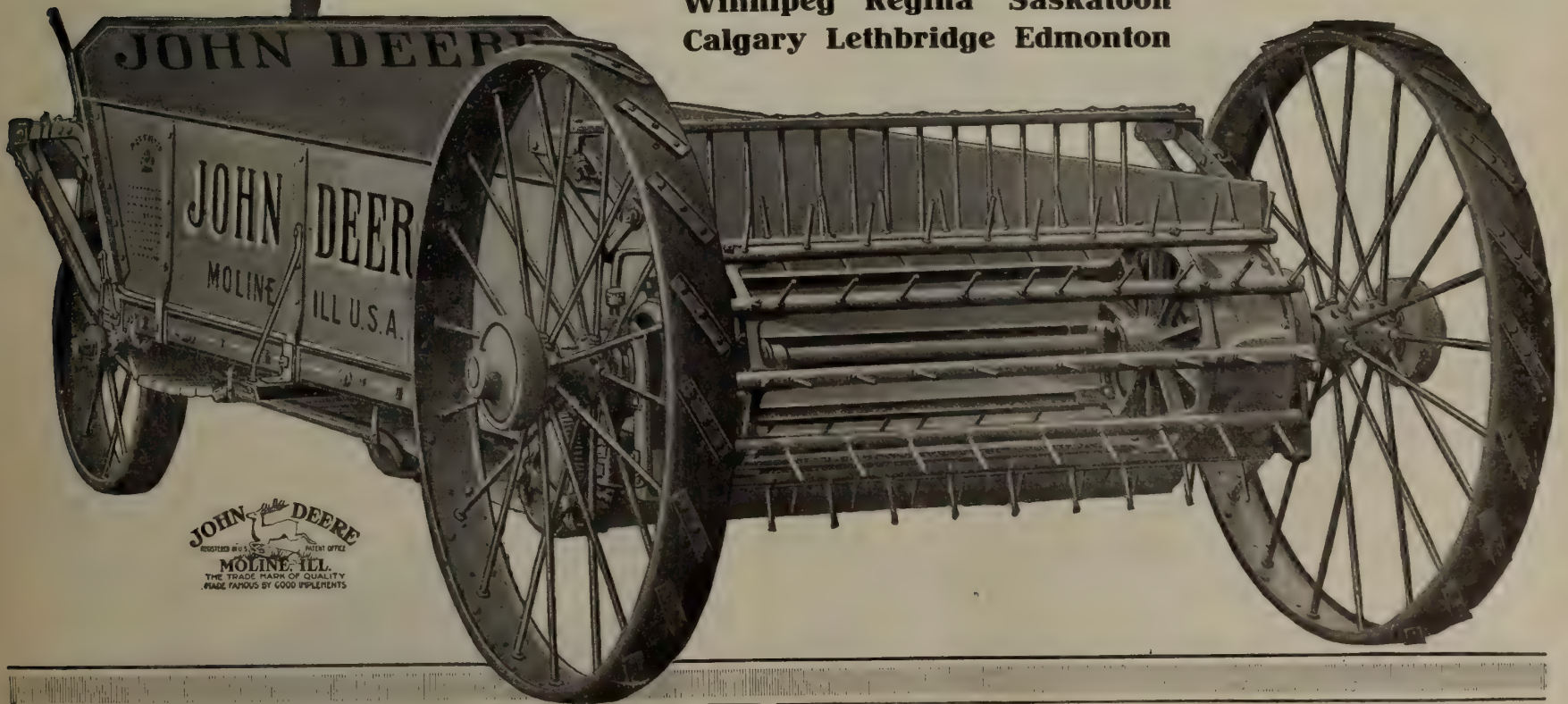
John Deere Dealers Give Both

John Deere Spreader
The Spreader with the Beater on the Axle—
The Low Down Spreader with the High Drive Wheels
A Revolution in the Art of Spreader Building

- 9 Steel beater and rake with teeth inserted by patented process. Strong and durable.
- 10 Slanting head-board makes high loading in front possible. Increases capacity
- 11 Only two levers in its operation.
- 12 Easy riding Steel seat and long double spring.
- 13 Steel eveners light and durable.
- 14 Hard oilers. Insure proper lubrication of wearing parts
- 15 Self-aligning axle boxes Axles cannot
- 16 No clutches No chains. No adjustments
- 17 High drive wheels Insure proper traction and light draft
- 18 Easy to assemble Easy to load. Easy to operate

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon
Calgary Lethbridge Edmonton



Annual Meeting, Winnipeg Wholesale Implement Association



F. J. Weed, President



J. C. Brosnahan, First Vice-Pres.



E. S. Strachan, Secy.-Treasurer

On Friday, January 29, the members of the Winnipeg Wholesale Implement Association held their annual meeting for 1915 in the Royal Alexandra Hotel, Winnipeg. At 12.30 noon a large and representative body of members met and adjourned to the dining-room where an excellent luncheon was served. Thereafter the members retired to the convention room and proceeded to business.

A very fine speech was made by the retiring president of the Association, J. P. Minhinnick, of the Cockshutt Plow Co., the main features of which we append. After the speech of the retiring president came the election of officers for the ensuing year, the following gentlemen being appointed:

President

F. J. Weed, De Laval Dairy Supply Co.

First Vice-President

J. C. Brosnahan, International Harvester Co. of Canada

Secretary-Treasurer

E. S. Strachan, John Watson Manufacturing Co.

EXECUTIVE BOARD

Implement Section

M. J. Rodney, International Harvester Co., Chairman

C. H. Whitaker, Massey-Harris Co., Vice-Chairman

A. J. Britton, Goold, Shapley & Muir Carriage Section

R. McKenzie, McLaughlin Carriage Co., Chairman

H. W. Hutchinson, John Deere Plow Co., Vice-Chairman

H. F. Anderson, Tudhope-Anderson Co. Thresher Section

I. J. Haug, Canadian Avery Co., Chairman

A. C. Davis, Nichols & Shepard Co., Vice-Chairman

W. White, Sawyer-Massey Co.

The standing committees will later be appointed by the executive of the association.

F. J. Weed, the newly elected president of the association, in a felicitous speech thanked the

members for the honor done him assuring them that he would make every effort to further the interests of the Winnipeg Wholesale Association, asking all to assist him in any matter which would be of importance to the trade. Vice-President Brosnahan also briefly thanked the association and assured them of his continued interest in its affairs.

E. A. Mott, of the Cockshutt Plow Co., impressed the members with the necessity for making an endeavor to get new members for the association, also to make it a point to be present at every meeting, since there was no excuse of forgetfulness possible as members were notified by the secretary before each meeting.

A most interesting talk was given by G. E. Carpenter, Traffic Expert for the Winnipeg Board of Trade, who gave many interesting facts and figures concerning inter-switching between city points. Mr. Carpenter's speech was greatly enjoyed by all present.

J. P. Minhinnick, retiring president, spoke as follows:

Report of Retiring President

"Gentlemen: The year we have just passed through has been, perhaps, as trying for the finances of the implement fraternity as has been experienced for a considerable time. The returns from last year's crop was most disappointing, due to southwestern Saskatchewan and Southern Alberta experiencing a total failure, and half a crop in Manitoba and other portions of Saskatchewan and

Alberta. This has involved a tremendous load to carry, with no hope of relief until another crop is harvested.

"Following our annual meeting last year, we had before us to deal with, immediately, a proposed act respecting agreements for the sale of farm machinery. Your executive, and other members of the association that it would seriously effect, met at different times, and the necessary action decided on was taken, and resulted in the legislation being deferred, with the understanding that a uniform contract covering threshing machinery, traction engines, etc., be submitted to the government for approval, when it would be made law and placed on the statutes. This has been drawn up and is ready to be submitted at the next session of parliament, or when the government is in a position to deal with it.

"On November 19th, 1914, the Saskatchewan government issued a proclamation for the protection

of debtors of all classes, which had a serious effect on collections, as a great many who could meet their obligations took advantage of the protection afforded them.

"**Freight Rates**—After an investigation lasting over two years, on April 6th, 1914, the Board of Railway Commissioners rendered its judgment in the most important case the commission has been called upon to decide since its inauguration, viz.: Western freight rates enquiry. While the commission did not agree to the principle urged by the Western Canadian organization, that of equality of freight rates with Eastern Canada, the commission ordered far-reaching reductions, effective September 1st, in a large number of rate schedules.

"In the consequent reductions in the value of freight handled agricultural implements figure rather better than some other lines, a reduction of 2 cents per 100 being made in rates to Winnipeg, and a reduction of approximately 7½ cents on shipments to all points in Saskatchewan and Alberta.

"There are many contingencies arising that this association will require to deal with at certain times, and it is paramount that the usefulness of this association is indispensable for the betterment of trade conditions, and more particularly at the present time is it necessary for all of us to put our shoulders to the wheel, with the hope of a successful year. The large acreage that was cultivated last fall will mean a much increased acreage under crop this coming season, with the prospects of good prices for the product. The end of 1915 should therefore, see conditions very much improved.

"The meetings held during the season were well attended. Owing to the heavy expenditure for legal advice, etc., it was deemed advisable to limit them to the requirements, or when there was business of importance to deal with.

"This report would be incom-

PEERLESS ORNAMENTAL FENCING


It's Made of Heavy Open Hearth Steel Wire

with all the impurities burned out and all strength and toughness left in. Heavily galvanized. Every intersection is locked together with a Peerless clamp. Top and bottom wires of Peerless Poultry Fencing are extra heavy—extra strong. Consequently fewer posts are required. Peerless fencing can't sag—can't rust—can't get out of shape—can't help giving absolute satisfaction.

You can sell our fence with a clear conscience and make money, too.

Send for our dealer's proposition. It's attractive. It will interest you. It's well worth a stamp. Send today.

The Banwell-Hoxie Wire Fence Co., Ltd.
Winnipeg, Man.
Hamilton,
Ontario



plete at the present time if we did not make mention of the world-wide, fearful war that the honor of British statesmanship has forced the British government to take the responsibility of by aiding the brave, though weak but noble, little kingdom of Belgium against the powers that were prepared to trample her underfoot, and now as the struggle proceeds and widens, the Overseas Dominions being as one with the Motherland, are responding nobly by their sons offering their lives in the cause of justice and liberty.

"On behalf of the Executive I especially wish to thank Mr. Rodney for his untiring efforts, and the time he willing gave in dealing with legislation pertaining to the affairs of the association.

"I also wish to heartily thank the members and also the secretary of this association for the kind and courteous treatment they have given me during the time I have occupied the chair."

The Guarantee Question in California

A California jury recently decided that a guarantee on farm machinery must be made good in that when a farmer buys a piece of machinery which is warranted to do general farm work, nothing short of general farm work done in a very proper manner will suffice. A manufacturing company sold a tractor to a ranchman who paid part cash and the balance by a note. The ranchman tried the engine and said it didn't do the work specified by the guarantee and refused to pay the balance. The company sued him. He put

in a cross-complaint, demanding the return of the money he had paid and cancellation of his note and setting up the guarantee. The jury gave him judgment as prayed.

The Eradication of Wild Oats

For cleaning wild oats out of seed wheat or barley, the ordinary grain cleaner with a combination sieve is, in some cases, of comparatively little use. In cleaning barley, for instance, the fanning mill may be used all right, but when it comes to grading, a lot of oats and poor, shrunk up barley will be found, which could not be gotten out with the fanning mill.

For this purpose one of the best machines we have seen is the wild oat separator made by the Twin City Separator Co., Winnipeg. The fanning principle is not used in this machine; instead three corrugated rolls made of galvanized wire are used. These rolls rotate on spindles, being chain driven from a main pinion turned by a crank handle. From the hopper the grain passes into the two upper rolls, and, owing to the corrugated surface, it cannot slide but is turned on end by the rough rotating surface. The grain kernels, standing on end, allow the small, thin berries of the wild oats to pass through the rolls, retaining the plump grain. On the ordinary fanning mill long bearded barley cannot be separated on the flat surface, since it will go wherever oats will go. This defect is entirely overcome by the rotating sieves of this wild oat separator. The two upper rolls make the greater

part of the separation, the lower roll throwing out the balance of the wild oats. As a machine for grading tame oats this separator has also met with great success. The sieves allow the thin, ill-shaped kernels to clean out, also eliminating the mustard and wild oats.

Farmers who have used this separator are enthusiastic over its capabilities. An ocular demonstration at once shows its capacity for handling the grain, and as a line for the dealer to handle it should prove a great success. Particulars regarding it, and also the well-known Bulldog Fanning Mills and Engines, can be had upon request, by writing the above-named concern, mentioning this publication.

Officials of A.S.A.E.

As the years pass the American Society of Agricultural Engineers grows in importance as an organization. This society is doing good work on various agricultural engineering subjects, and manufacturers and others find it a source of valuable information. Recently the eighth annual meeting was held, when the following officials for 1915 were appointed: President, H. H. Musselman, East Lansing, Michigan; First Vice-Pres., J. E. Waggoner, Chicago, Illinois; Second Vice-Pres., L. W. Ellis, Stockton, California; Secy-Treas., F. M. White, Madison, Wisconsin. *

A New Threshing Machine Co.

It is reported that a new threshing machine concern has been projected at Moose Jaw, Sask. An organization, known as the Canadian Threshing Machine Company, has been formed with a capital stock of \$1,000,000. The promoter of the enterprise is stated to be W. E. White, and the company purposes to erect a manufacturing plant at Moose Jaw for the production of threshing machinery.

U.S. Auto Production in 1914

During 1914 American manufacturers turned out 515,000 motor vehicles, valued at \$485,000,000, according to a statement by the Automobile Chamber of Commerce. This output was from forty-five concerns. A million and a half cars are registered in the various states; there are 15,000 automobile dealers in the country, 13,630 garages and 680 auto supply concerns.

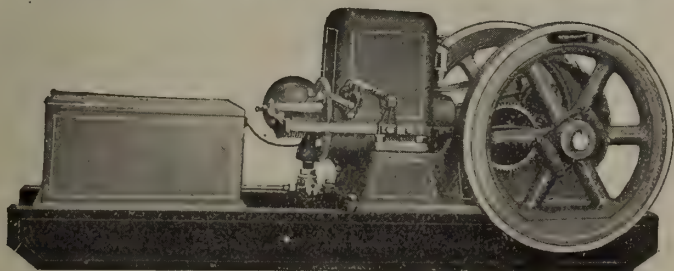
Why Satan Swore

Satan was furious.

"I'm going to sue General Sherman for libel," he thundered. "Hell may be hell, but it isn't modern war by any means."

Thus we see that there is a limit even to epigrams.—Philadelphia Ledger.

THE JUMBO LINE



High-grade Gasline Engines

The engines of the JUMBO LINE are sure sellers for the implement dealer. Designed especially for economical operation, they are simple, durable and reliable. They appeal to every farmer by their steady action, accessibility and mechanical perfection. Made in sizes:

1½, 2½, 4½ and 6 Horse Power

Furnished on skids or on strong iron sub-base. Mounted on portable hand trucks if desired. With or without magneto. Water cooled; make-and-break ignition; hit and miss governor.

Implement dealers should write today for full particulars and prices of the JUMBO LINE. It is a money-maker for agents.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
Western Canadian Jobbers

Tudhope-Anderson Co. Limited

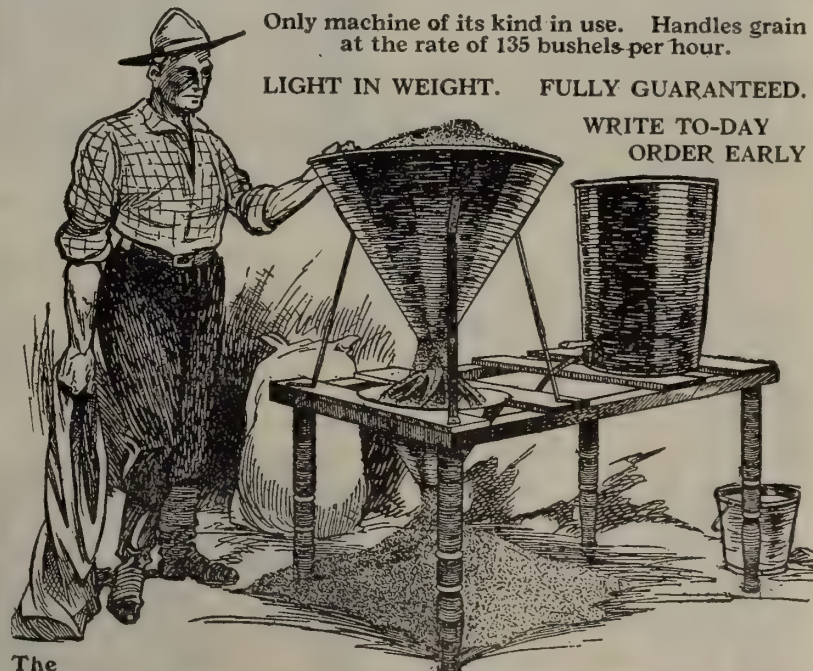
Winnipeg Regina Saskatoon Calgary

The Pickler of Perfect Action

Only machine of its kind in use. Handles grain at the rate of 135 bushels per hour.

LIGHT IN WEIGHT. FULLY GUARANTEED.

WRITE TO-DAY
ORDER EARLY



The

FAMOUS STRATFORD AUTOMATIC SEED GRAIN PICKLER.

No power required. Every kernel treated. Requires less solution than any other Pickler. Liberal discount to the trade. Address:

THE MACDONALD THRESHER CO., LIMITED

P.O. Box 1296

Winnipeg, Man.

Poultry Supplies and the Implement Dealer

Is there any logical reason why the retail implement dealer should not handle poultry supplies? Every farmer may not be a prospect for the tractor or gasoline engine, but it is safe to say that at least ninety farms out of every hundred have upon them the humble, but very profitable hen.

During 1915, as during no other year, Western Canada will see a boom in the egg and poultry business. In these days, when the cost of living soars, poultry produce is fetching prices that make the farmer, as well as his wife, look upon the feathered biped with an increased amount of respect. In the past dealers in Western Canada have been too prone to complain that there was no use in their handling poultry

goods. They said that manufacturers of this class of goods sell direct, that mail order houses flood the market with cheap incubators and brooders, and so on. In actuality the boot is on the other foot! Poultry raisers, in fact every farmer who has a respectable flock of poultry, finds that he is virtually denied the privilege of purchasing at home. He enters an implement dealers and inquires:

"Say, Bill, I don't suppose you handle brooders and incubators, do you?"

To which the dealer possibly replies. "Incubators! Now, Seth, don't you think I've enough trouble with the lines I've got to carry, now to please you farm folks!"

That's the whole thing in a nutshell! Dealers say, time and again, that selling poultry supplies is not a profitable business, but the question is whether they have tried it out in the proper way?

The natural result is that the poultry supply business has become, to a considerable extent, a

direct selling and a mail order proposition. It is quite true, we will not deny it, that many manufacturers of high-grade incubators sell direct. They have to, because they cannot get retailers to see that the poultry supply business can be extremely profitable as a line for the implement or hardware dealer. Can we blame manufacturers if they are virtually compelled to sell to anyone who wants to buy—especially in districts where they have unsuccessfully tried to interest dealers in their line of goods? Take up any farm paper in Western Canada, and you will find right now, the advertisements of makers of poultry supplies. Can the dealer not use this advertising to his personal benefit by trying to get the agency for some good line of incubators, brooders, etc? The incubator and brooder does not end the possibilities of this line of business. When the feathered units are hatched and placed in the hovers, then follows a demand for supplies. What do these comprise? Drinking and feeding fountains, fence material, feeds of different kinds, grit, shell and charcoal. Why cannot the dealer get in line and handle this class of goods? The average experienced poultry raiser would rather see what he is going to get than he would order from illustrations and advertising matter forwarded from a manufacturer or mail order concern. If the dealer has the goods on hand, and by advertisement or circular letter advises his customers of the fact, we feel sure that the resulting business will dissuade him, once and for all, of the idea that poultry supplies are a line that will not pay.

From now until next April you will see the makers and selling agents for poultry goods pushing their goods to the farmer. Why not get there first and hitch onto a line that will afford you little trouble and considerable profit? The progressive dealer is always on the outlook for new customers on his list, and here is one way in which he can attract them to his store. If you get Mrs. Smith to come in and look over your in-

cubators and brooders, you can make a safe bet that you can eventually do some business with her husband, who is a prospect for other lines you handle.

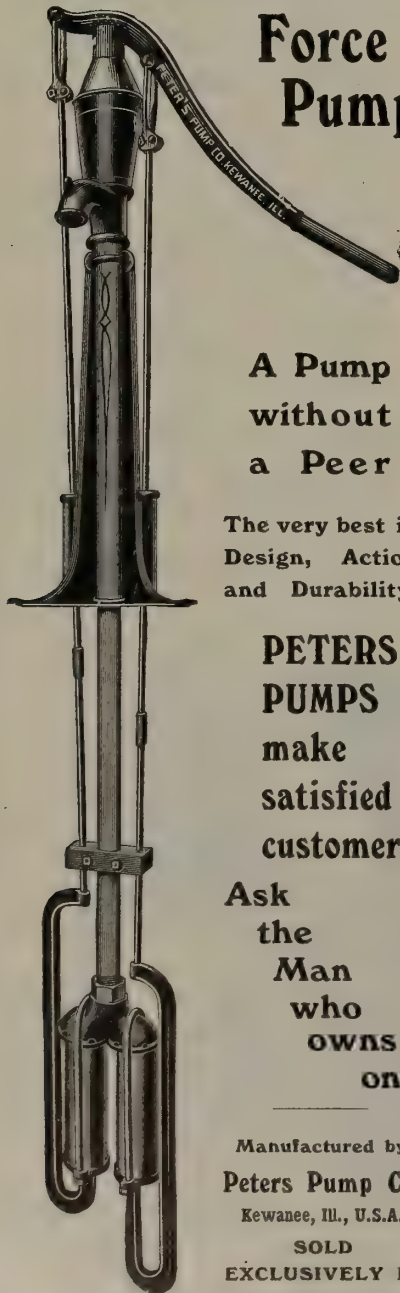
A progressive Western firm, the Cushman Motor Works of Canada, located in Winnipeg, are endeavoring to arouse dealers to the profits in this line of goods. Why not be the pioneer in this business in your district and get in touch so that you can have literature that will show you the financial possibilities that now are being cleaned up by direct sales and mail order business? There's more in the poultry business than you think. There is such a thing as feeding as well as raising poultry, and the dealer who studies up the poultry question can acquire a fund of knowledge that will reflect profitably on his sales. Why not get busy while the season is on? Mention this paper, and if you are really wanting to strike out for the poultry business, write the editor and he will advise you as to books that will enlarge your conception of the possibilities, and profits, that the humble hen can produce when properly handled.

The Machine Industry in Russia

The U.S. consul at Moscow, Russia, recently pointed out that the stoppage of grain exports from that country since the war began has lessened the ability of the purchasers of farm implements and machinery to pay the money due on such goods. Consequently the factories, being deprived of a considerable proportion of their working capital, have had to diminish their production, and in some cases even to quit work entirely. In view of this situation, the Board of Representatives of Trade and Agriculture has recently handed to the Ministry of Trade and Industry a memorandum suggesting that the Government Bank open long-term credits (two or three years) to the owners of agricultural machine factories.

War is a natural delirium.

Peters Double Cylinder Force Pump



A Pump without a Peer

The very best in Design, Action and Durability.

PETERS PUMPS make satisfied customers

Ask the Man who owns one

Manufactured by Peters Pump Co. Kewanee, Ill., U.S.A. SOLD EXCLUSIVELY IN CANADA BY

Tudhope Anderson Co., Ltd. Winnipeg Regina Saskatoon Calgary Write nearest Branch House for Particulars

FRAZER AXLE GREASE.



Not affected by Heat or Cold. Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order Brandon Pump & Windmill Works

Brandon Man.



The Coming of the Small Tractor

When the Winnipeg Motor Contest was first inaugurated, the promoters, looking into the future, believed that there could be developed for our agricultural needs a light weight tractor at a price which would make it profitable to the farmer as an investment. It is interesting to note the difference between what was considered a "light" tractor at that date, some seven years ago, compared with what we term a "light" tractor to-day. In the opening contest tractors were termed "light" up to 14,000 lbs. and under, yet two years later a tractor weighing less than 5,000 lbs. carried off the second prize.

It is an interesting feature in agricultural engineering to watch this development of the small tractor. The factory experts were up against the problem of how to produce a light machine at a price that would meet the consideration of the small farmer. Yet the tractor designers have triumphed, and to-day we have upon the market light and low-priced tractors which have proven by the most stringent tests their efficiency and practicability.

Such a machine is the "Little

Devil" tractor, produced by that well known firm, the Hart-Parr Company, of Charles City, Iowa. This tractor may be said to be the answer of the Hart-Parr Co. to the demand for a light, low-priced tractor. Its simplicity is an outstanding feature, yet it will haul three 14-inch plows under average conditions—two when conditions are difficult. It is rated at 20 h.p. on the belt and 14 h.p. on the draw bar. This power is ample for a multiplicity of uses around the average sized farm.

The "Little Devil" drives from a main wheel 64 inch diameter by 26 inch face. The front wheels embody a good feature. They are reversible, running outside the frame for plowing and cultivating, and turning inward so as to track with a farm wagon when desired. The main drive wheel, in plowing, runs on the unplowed land. Here is an opportunity for the dealer to give his customers a machine with a power equivalent to seven heavy horses yet that sells for less than the price of four horses, while its upkeep is one-third less than that for the equivalent in horseflesh. Any in-

terested dealer can obtain full information by writing the Hart-Parr Company, mentioning this publication.

The Dealer and His Customer

"The farm is a great factory and that factory which we call the soil produced, in the United States, in 1914, more than ten billion dollars. This stupendous result was made possible because implement dealers supplied the machinery to conduct the operations in that great factory of nature. To make himself of benefit to his customers and fellow citizens, the implement dealer should understand the construction of the soil and what is required to give it the greatest productive power, and also he should know what the tools, when sold, will do in the farmers' hands," said Dr. W. E. Taylor, soil expert for Deere & Co., at a recent convention of implement dealers.

"When you consider what a swath modern farm implements have cut in agricultural operations during the past sixty years there remains no cause for wonder that the business of manufacturing and selling agricultural

implements has grown almost beyond belief. Sixty years ago it required 3 hours of labor to produce a bushel of wheat, while to-day it requires but 10 minutes; sixty years ago the cost of producing that bushel of wheat was 17½ cents, while to-day it is but 3 cents. Sixty years ago it required 4½ hours of labor to produce a bushel of corn, while to-day it requires but 10 minutes; Sixty years ago the cost of producing that bushel of corn was 35¾ cents; to-day it is but 10½ cents. Sixty years ago 35½ hours of labor were required to produce a ton of hay; to-day but 11 hours. Sixty years ago that ton of hay cost \$3 to produce; to-day but \$1.29. All of these economies have been brought about by the use of modern implements.

"Therefore I say to you that when a farmer comes to you to buy a tool explain to him not only its mechanism but tell him in unmistakable language what the tool will do. It is this knowledge which makes the tool effective in the farmer's hands and makes both you and him of greater service to your community. Not only must you understand your business but you must understand the farmer's business and be able to tell him 'why'."

DEALERS! SELL HART-PARR "Little Devil" OIL TRACTORS

Every farmer in your locality who uses as many as four horses is a live prospect for a "Little Devil" Oil Tractor. This sensational little tractor simply hasn't any competition. Farmers buy it on sight and even by mail.

It's the only small oil tractor in the world. Does more work than seven good mares—yet sells at \$950—less than the price of four. Does all the horse work on the farm—cultivates growing crops without injury and does all the belt work besides. Burns cheapest kerosene, coal oil and other low grade fuels.

Automatic liquid cooling system. Cooling liquid furnished with engine, lasts for years. No danger of freezing or liming up. Requires no attention, either when working or idle.

And here are just a few of many other features that get the farmer's name on the dotted line; rugged, thoroughly dependable construction—the only kind ever put into any Hart-Parr product. Only seven all-steel, all-spur gears and pinions used in getting two speeds forward and two



speeds reverse. Five of these entirely enclosed—dirt and dust proof—running in oil. No moving parts on the two-cylinder motor. No cams, cam gears, push rods, valves, valve levers or springs. Nothing to go wrong, nothing to adjust. No valves to time or grind. Motor enclosed by neat, auto-type hood.

The "Little Devil" plows the ground, drags, harrows, rolls and seeds; cultivates growing crops; harvests, threshes, hauls, pumps, runs the light plant and does all other horse and belt work. Operates horse implements of all kinds. Eats none of the crop.

You'll want the agency for this fast selling small tractor. But you'll have to hurry. Get our literature. In the meantime, write or wire—quick! to-day!—for the territory you want us to reserve for you. Do this before your competitor beats you to it.

HART-PARR COMPANY

36 Main Street, Portage la Prairie, Man.

1622 8th Avenue, Regina, Sask.

The Chapin Co., 331 8th Avenue., W., Calgary, Alta.

The Rumely Receivership

Considerable interest was evinced by the implement trade when, on Jan. 19, Judge A. B. Anderson, in the U.S. District Court, appointed F. P. Mount, an Indianapolis attorney, receiver for the M. Rumely Co. The receiver was instructed to continue the operations of the various plants of the company until further orders by the court. The following statement in this connection was given out recently by the M. Rumely Co.:

"Some of us perhaps have taken the Rumely receivership as adversely affecting the Rumely business, but how perfectly absurd this is when you give it a second thought. The Rumely business is as fundamentally sound as any business enterprise in the United States.

"Just think of the enormous plants of the company, as modern and completely equipped as any of the kind in the country. Think for a minute of the output of the factories, and the thousands of Rumely, Advance and Gaar-Scott machines in the hands of farmers throughout the world—of the good will and prestige these lines have enjoyed for over half a century—and lastly, the company's responsibility to its customers. Is any of this jeopardized by a receivership? Emphatically, no—it is too absurd to even discuss.

"You know, this receivership of the Rumely Company is much on the order of getting your second wind—up in La Porte they feel most optimistic as to the company's future. And it is only a technicality anyway, so far as it affects those immediately interested—the implement dealer and the farmer.

"Things will go on just the same as ever. The dealer can rest assured of the same care and attention to his interests and those of his customers—even better if increased effort on the part of the company will do it.

"And as for repair service, and branch house assistance generally, to present and prospective owners of Rumely, Advance and Gaar-Scott machines, you may be sure that there will be no let-up in Rumely service to its customers.

"Rumely, Advance and Gaar-Scott machines will continue to be factors in the agricultural prosperity of this country so long as land is plowed and grain grown."

New Homestead Regulations

On January 15 an amendment was made by the Order in Council at Ottawa affecting the regulations giving entries for homesteads.

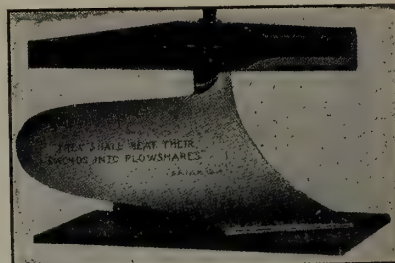
Hereafter entries for a homestead may be made by a woman on behalf of her husband when duly authorized in accordance with existing regulations.

Sword and Plowshares

One of the greatest features since the European war started has been the indiscriminate destruction, by orators, of various items of farm equipment. This they usually do when making a grand and final effort in their various speeches, of course ending up with the famous Biblical quotation concerning "swords and plowshares." We have heard it called "swords and spears" or "swords and pruning hooks," in

fact almost every conceivable article, except a manure spreader, has been transformed into "plowshares" by these gentlemen who verbally raise the song of peace among men. In fact in a tight corner towards the end of his speech the average orator does not mind greatly what sort of implement he uses so long as he can turn it into a plowshare.

In this connection we show herewith an interesting illustration in the shape of a miniature plowshare actually made from old swords by the Government of



Miniature Plowshare Forged from Old U.S. Cavalry Sabres

the United States. This souvenir was distributed by the Secretary of State among those who witnessed the recent signing of peace treaties between the United States and several other nations. The swords were furnished by the War Department from a stock of condemned and obsolete cavalry sabres. These little plowshares are nickelplated, and are intended for use as paper weights. In order that any implementarian may correct an orator who is heading the wrong way in giving this famous quotation we append it as it is found in the Book of Isaiah 2nd chapter, 4th verse. The words are a prophecy concerning the coming of Christ, and read:

"And He shall judge among the nations and shall rebuke many people, and they shall beat their swords into plow shares and their spears into pruning hooks: Nation shall not lift up sword against nation and neither shall they learn war any more."

A Mammoth Windmill

At Barradeel, in Friesland, is located a windmill which is generally believed to be the largest of its kind in existence. This windmill is used to drain a marsh 1,850 acres in extent, which has been redeemed by the construction of an embankment along the sea. The mill is of all-steel construction, with the exception of the floor and platform, while the wheel is 39½ feet diameter with 30 blades. The framework is 53 feet in height. When the wind has a velocity of approximately

10 feet a second the motor is capable of displacing about 318 cubic feet of water a minute, while with a wind at 17 feet per second the water pumped is over 1,000 cubic feet per minute.

Less Hail Last Year

The losses by hail insurance carried by the Saskatchewan Hail Insurance Commission during 1914 were \$240,000 less than in 1913. The total amount paid out by the Commission at Regina for 1914 was \$510,000 compared with \$750,000 paid out for 1913.

Approximately one-half of the losses were in the districts of Belle Plain, Moose Jaw, Marquis, Bethune, Findlater and West of Drinkwater. While a good year's business resulted the advantage of insurance was made plain to the farmers especially in one district where approximately \$8,000 was paid in premiums and indemnities for hail losses aggregated \$84,000.

Whip Prices Affected by War

Recently the representative of a harness journal visited Westfield, Mass., where it is estimated that about 90 per cent of all whips used in North America are manufactured. He found the situation in whip production critical owing to the shortage in supply of rattan, reeds and Calcutta rawhide. In fact a great many whip manufacturers have partially closed down their plants until some means of renewing the supply of rattan is provided. The town of Westfield uses over a carload of rattan a day, purely for whip production.

The major part of America's rattan supply comes from Singapore, from which it was formerly shipped to Germany where it was scaled and part of the cane used for the manufacture of toys, furniture, etc. The balance, suitable for whips, was exported by Germany to the U.S. Obviously the war affected German importations—and the result was that rattan advanced in price from 17 to over 30 cents per lb. Whips, of course, rise in price as a result. There seems, however, no reason why the cane could not be shipped east from Singapore across the Northern Pacific Ocean. Were manufacturers very badly requiring the rattan they could easily arrange to procure supplies of that commodity from its source of growth.

Ever notice that the man who says he only drinks to forget never forgets to drink?

THE OWENS Smut Cleaner and Pickling Machine

No Machine can equal them for treating Seed Grain. Made in two sizes. Sold on a positive guarantee to prevent Smut.

With high prices assured for grain next year, every farmer will realize the necessity of treating his seed grain so that he may have an increased yield of perfect quality grain.

Owens Smut Cleaners separate smut balls, wild oats, king heads and all light seeds from wheat, also wild oats and all light seed from barley. By them the farmer can get perfect results. The grain is thoroughly pickled and elevated into the wagon box, being dried by the drainage through elevator sieve. An automatic skimmer removes all impurities over a drainer-sieve at tail of machine, ejecting same, while wasting none of the pickling solution. Capacity 30 to 75 bushels per hour.

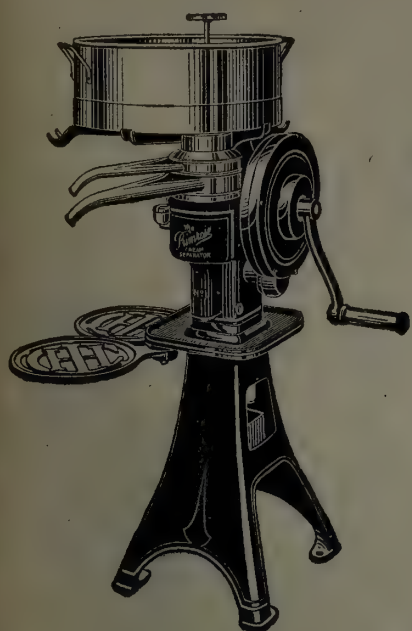
No. 3 machine handles 30 to 50 bushels per hour; No. 4, 50 to 75 bushels, accommodating either the small farmer or the large grain raiser. Strong construction, heavy timber; rustless solution tanks of 30 and 50 gallons capacity. The most economical machine you can sell, and backed by a positive guarantee. Write to-day for particulars and prices. Get the Agency for our Machines—It will mean Money for You.

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 Princess Street, Winnipeg



Your Customers want this Machine.



What Is Your Record?

Set a New One with I H C Cream Separators

YOU are not going to be satisfied merely to equal your 1914 cream separator record in 1915—no matter how high you climbed in 1914.

It is safe to say that if you have been selling International Harvester, Lily, Primrose, or Dairymaid separators, there will be no need of your losing sleep wondering how you can increase your separator sales.

Once you have started them right, International Harvester cream separators go on selling themselves to a wider and wider circle of users.

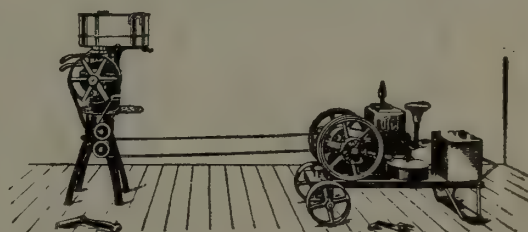
The machines already sold, and your added sales experience, will help to beat your 1914 record. Customers expect more, both in quality and service, from I H C separators than from others, because they have become accustomed to getting more.

If you are not now furnishing farmers with I H C separators, do so. You will find them a great booster for the old record you hope to break. Write to the nearest branch house for information as to terms and territory.

INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

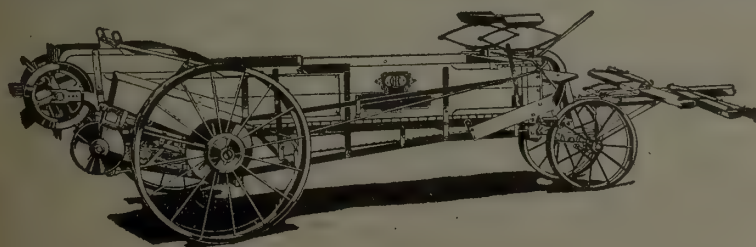


Did You Ever Put Over A Delivery Like This?

THE agent in this town is a man who believes in getting out of his INTERNATIONAL HARVESTER MANURE SPREADER agency all there is in it. He wanted to make more money out of it. We helped him do it. The scene shows part of his reward.

Agents are doing things like this with Deering and McCormick spreaders every week in the year. We co-operate with them in a campaign of selling that includes the mailing of catalogues, folders, letters, the use of the local paper, putting on a demonstration, and personal selling.

When are you going to hold a spreader delivery day? The end of such a campaign and such a delivery will find you with more profit pocketed. Such a campaign will make your future sales come much more easily and more often, whether of more Deering or McCormick spreaders or of the other machines on your sales floor. Write the nearest branch house for facts about such a campaign.



International Harvester Company of Canada Ltd.

WESTERN BRANCH HOUSES

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.



THE new Hupmobile is the answer to the insistent and wide-spread demand, created for a car of low price, that has all the **POWER, SPEED, COMFORT, ECONOMY OF OPERATION**—and luxuriousness of the most expensive designs. Its low price is the result of quantity production and maximum efficiency in the Hupmobile Canadian factory.

Remember, please, that the new Hup is not a **CHEAP** car in anything but the price. In comparing this car with other makes, we suggest that you use as the basis of your comparison cars of the highest type, rather than those of low cost. You will be greatly surprised to see the similarity in specification on cars of a great deal higher price than the Hupmobile.

We would like to have you see your dealer, and get him to show you the car at first hand. Examine the motor, note its wonderful mechanical features; the unit power plant; full-floating rear axle, selective transmission; Westinghouse starting and lighting system. See the many comfort qualities which have been established in the new car; the extra long, big springs; wide seats and deep upholstery; ample leg room in both front and rear compartments; beautiful design of the car, and the ease with which you can operate the one-man top. Get your dealer to give you a ride in the new Hupmobile. Look carefully over every part, and convince yourself that it is all we claim it to be.

Joseph Maw & Co., Limited

FACTORY REPRESENTATIVES

112 King St., cor. Bannatyne Winnipeg

Address Used Car Dept. for list of Clearing Sale Bargains
Road Demonstrations made by appointment

\$1,400

F.O.B. Windsor

5-passenger Touring and Roadster



THE BULLDOG WILD OAT SEPARATOR

Made to
Separate
Wild
Oats
from
Barley
and
Tame Oats
and
**DOES
IT**

MR. DEALER: Your customers want this machine, and you can make money selling it. Specially designed for taking Wild Oats out of Barley and Tame Oats.

Note the Construction: Hopper feeds the two upper rolls, made of corrugated, galvanized wire. These corrugations make the grain tumble on end; it can't slide sideways as on a flat sieve. The kernels stand erect, allowing the wild oats—which are thin berries—to go through the roll, the large, plump grain remains. Lower roll catches what the upper rolls may miss. Perfect separation is the result.

With this machine the farmer also has a perfect means of grading tame oats, removing mustard and wild oats, culling the fat, plump kernels for seed. Note the elevator and bagger. Strong construction throughout.

Write Today for Prices and Particulars of our Grain Cleaning Machinery

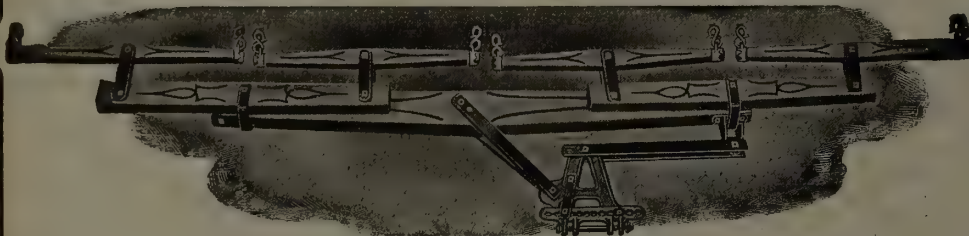
Twin City Separator Co. Ltd.

179 Bannatyne Avenue, E.

WINNIPEG

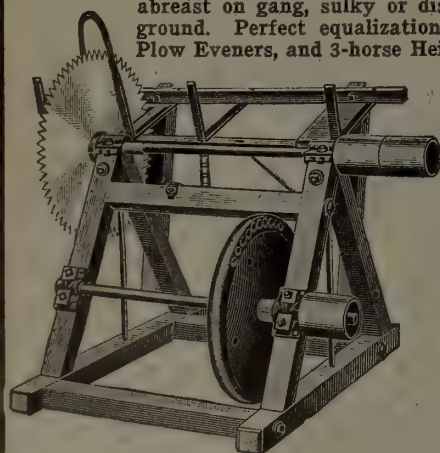
Heider Eveners and Wagon Sets

Often Imitated—but never Equalled



Special 4-horse Heider Gang, Sulky and Disc Plow Evers

The Heider special 4-horse plow evers, as illustrated, works four horses abreast on gang, sulky or disc plow. One horse in furrow, three on unplowed ground. Perfect equalization of draft. We also supply 3, 5 and 6-horse Heider Plow Evers, and 3-horse Heider Wagon Evers. Heider goods are made by expert workmen and of the best seasoned material. Fully guaranteed. You cannot sell better.



Watson's Pole Saw

Hardwood frame pole saws, with three 5 x 6 inch pulleys, solid steel shafts and babbitted boxes. Rigidly braced frame; extra heavy fly wheel. Total weight, 325 lbs. Our cordwood saws, weighing 285 lbs. are unequalled. Saw mandrels for both types supplied separately if desired.

To Remind You

We carry a complete stock of Repairs in our Warehouse for:

Moline Plows
(Best Ever, Good Enough, Etc.)

Moline Disk Harrow
(Economy)

Moline Engine Gangs
Monitor Drills

Mandt Wagons and Farm Trucks

Manure Spreaders
(National and Mandt)

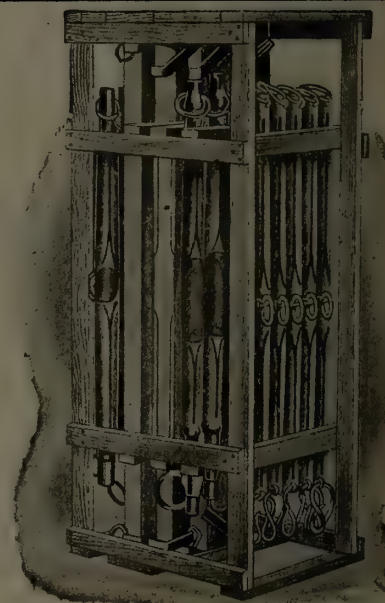
Adriance Binders, Mowers & Rakes

Janesville Plows,
Disc Harrows, etc.

HEIDER EVENERS have been on the market for years. Farmers everywhere know their qualities for wear and service. Let your customers have the best by handling Heider goods.

Six Wagon Sets

Hickory wagon sets complete. Painted red and varnished. Shipped in strong crate, cannot be damaged in transit. All orders for six sets shipped as shown. Each set comprises: One double-tree, two singletrees and one neckyoke. Weight complete, 225 lbs. Doubletrees, 2 x 4 x 48 long; singletrees, 2 1/2 x 36; neckyoke, 2 1/2 x 40 or 48 inches.



Our Line Includes

Feed Cutters (seven styles)	Pulverizers	1/2 H.P. Engines
Roller Crushers	Grain Grinders	Harrow Carts
Wood and Pole Saws	Horse Powers	Whiffletrees
Barrel Skids	Boss Steel Harrows	Pump Jacks
Farm and Bush Sleighs	Root Pulpers	Bevel Jacks
Wheel Barrows	Light Delivery Sleighs	Warehouse Trucks
Boss Wood Harrows	Channel Steel Harrows	Push Carts

Write Today for our Latest Catalogue

John Watson Mfg. Co.
LIMITED

311 Chambers Street, Winnipeg, Man.

CANADIAN FARM IMPLEMENTS

VOL. XI., No. 3.

WINNIPEG, CANADA, MARCH, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
Per Copy, 10 cents.



UNION BANK OF CANADA

Established 1865

HEAD OFFICE WINNIPEG

Paid-up Capital.....\$ 5,000,000

Reserve Fund.....3,400,000

Total Assets, over.....80,000,000

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This bank, having over 320 branches in Canada, extending from Halifax to Prince Rupert offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.
Winnipeg, Main St. Branch: D. M. NERVE, Mgr.; Portage and Garry Branch: F. J. BOULTON, Mgr.

They Appeal to Every Farmer

Seasons come and go, but the sale of Lloyds Low-Down Spring Wagon Seats is only gauged by the energy of the dealer who handles them. They fit any Wagon or Sleigh Box. Can you handle a line that will give you a greater number of prospective customers?



The Wagon Loaded

Lloyds Low-Down Spring Wagon Seat

It takes up no box space, is slung low and gives protection from the wind along with perfect control of the team. Made only of the best materials, light, strong, durable.



Going Home

Write today for Prices and Particulars. Order your Wagon Boxes this year without seats and let us quote you the prices for Lloyds.

WAWANESA WAGON SEAT CO. Wawanesa, Manitoba

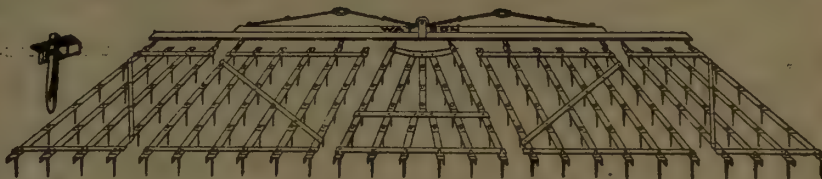
WATSON'S are the Real "Boss" Harrows



WATSON'S BOSS WOOD HARROWS

Our Boss Wood Harrows have hardwood tooth bars—made of best oak. Each tooth riveted—no chance of loosening or splitting bar. Malleable clevis of very best design. Draw bars, centres or wings can be furnished separately. Sizes 14, 17 and 24 feet, with 78, 102 and 150 teeth respectively.

Plowshares and Repairs for all Moline Implements.



WATSON'S BOSS STEEL HARROW

Watson's Boss Steel Harrow has bars of high grade 1 1/4 angle steel. The teeth are set to stay, with dagger edges directly in draft line. Cross bars all channel steel. Sizes 17 and 24 feet, 101 and 149 teeth respectively.

Write for full particulars of any item in our line. Let us mail you our latest Catalog.

John Watson Mfg. Co.

CHAMBERS AND HENRY STREETS, WINNIPEG

Hand, Power and Electric Washing Machines

The dealer who handles "Maytag" Washers handles a business-builder. They sell the year around, and a satisfied woman is the best advertisement you can have.

SELL—GIVE SATISFACTION—STAY SOLD

We manufacture three different types of Washing Machines: the "PASTIME," operated by hand; the "MAYTAG POWER," equipped for engine drive, and the "MAYTAG ELECTRIC," which is run by electricity. We have sold more than 12,000 "Pastimes" in Western Canada. Look at the Power Maytag, as illustrated. One handle controls Washer, Wringer and Reverse. The Maytags are the only machines made with a Swinging Wringer—which appeals to every woman on sight. Every power machine furnished with auxiliary hand attachment. If anything goes wrong with the engine, the washing can be done just the same. We guarantee the "Pastime" to wash the clothes quicker, cleaner and with less labor than any other hand machine made. Write now for full particulars and prices.

The Maytag Company, Limited
WINNIPEG MANITOBA



Maytag Power Washer with Swinging Wringer.
The smallest engine will run it.

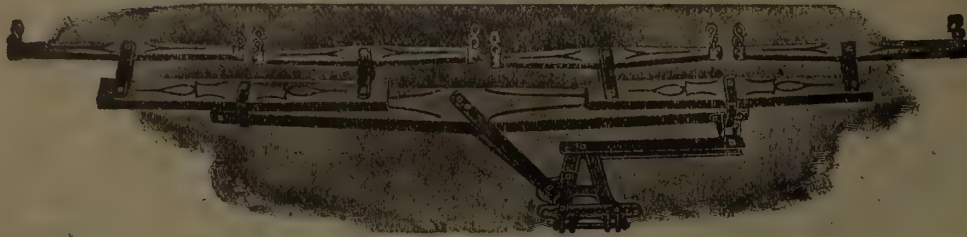


A child can drive it.

The "Pastime" Hand Washer

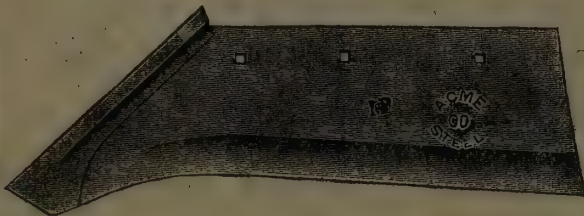
Heider Eveners and Wagon Sets

Just What Your Customers Want



Special 4-horse Heider Gang, Sulky and Disc Plow Evener

HEIDER EVENERS have been on the market for years. Farmers know them; you can sell them. The Heider special 4-horse plow evener, as illustrated, works four horses abreast on gang, sulky or disc plow; one horse in furrow, three on unplowed ground. Perfect equalization of draft. We also supply 3, 5 and 6-horse Heider plow eveners, and 3-horse Heider wagon eveners. Write for particulars of our hickory wagon sets, shipped in strong crate. Each set comprises: One doubletree, two singletrees and one neckyoke. Weight, complete, 225 lbs. Doubletrees, 2 x 4 x 48 long; singletrees, 2 5/8 x 36; neckyoke, 2 5/8 x 40 or 48 inches. All of the best seasoned material. Fully guaranteed.



Acme Shares

Acme soft center steel shares—the shares that DON'T BREAK. They give perfect wear and can be retempered any number of times. They place the Moline Plow in a class by itself.

Our Line Includes

Feed Cutters (seven styles)	Pulverizers	1 1/2 H.P. Engines
Roller Crushers	Grain Grinders	Harrow Carts
Wood and Pole Saws	Horse Powers	Whiffletrees
Barrel Skids	Boss Steel Harrows	Pump Jacks
Farm and Bush Sleighs	Root Pulpers	Bevel Jacks
Wheel Barrows	Light Delivery Sleighs	Warehouse Trucks
Boss Wood Harrows	Channel Steel Harrows	Push Carts

Write Today for our Latest Catalogue

We Carry Repairs for
Moline Plows and Disk Harrows.
Monitor Drills; Mandt Wagons and Trucks.
"National" and "Mandt" Manure Spreaders.
Adriance Binders, Mowers and Rakes.
Janesville Plows and Disk Harrows, etc.

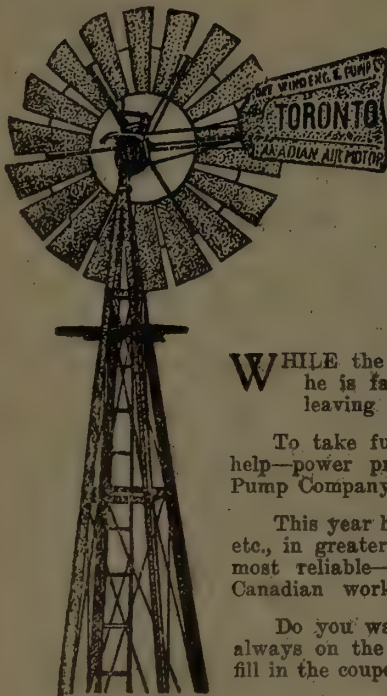


Watson's Roller Grain Crusher

The machine that appeals to every farmer. Grain is fed between two grooved rollers, which rotate at different speeds. Fineness of crushing regulated by two convenient set screws. Mounted on strong iron frame; heavy solid flywheel. Sizes of rollers 12 x 6 inches. Supplied with pulley for belt drive; can also be equipped with shaft and gear for horse power drive. Weight 475 lbs. Write for prices and full particulars. This is a machine that means money to the dealer who handles it.

John Watson Mfg. Co.

311 Chambers Street, Winnipeg, Man.



This Year—A Golden Opportunity For Our Dealers

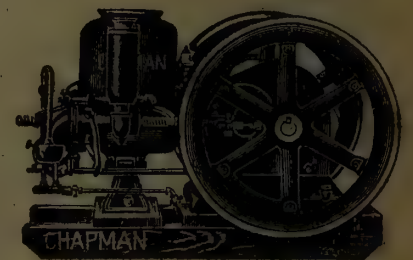
Scarcity of horses and hired men caused by the war has created a tremendous demand among farmers for articles of our manufacture.

WHILE the Canadian farmer is offered extremely high prices for all the grain he can grow, he is face to face with a peculiar situation—he cannot get help—horses and farm help are leaving the country in thousands for the battlefields of Europe.

To take full advantage of the high prices of grain, the farmer must turn to mechanical help—power producing and labor saving machinery—products of the Ontario Wind Engine and Pump Company, Limited.

This year he will buy our Windmills, Gasoline Engines, Pumps, Grinders, Barn Equipment, etc., in greater quantities than ever before—because they are known throughout Canada as the most reliable—because they are built to last—and because they are MADE IN CANADA by Canadian workmen.

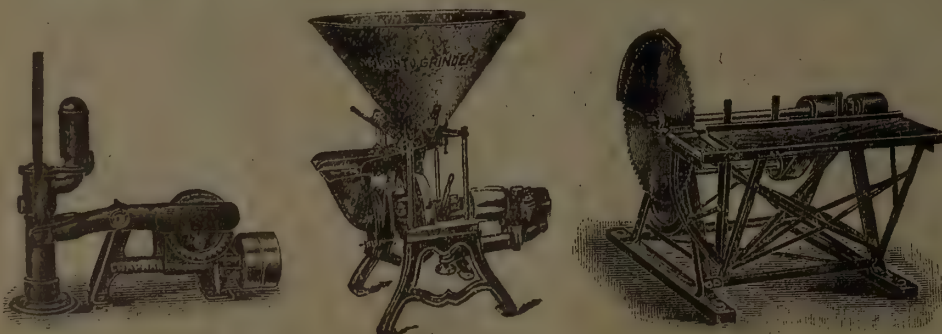
Do you want to get your share of the money the farmer will spend this year? We are always on the lookout for a few more good agents. If you are interested in representing us, fill in the coupon and mail it to us for complete information about our agency offer.



Chapman Gasoline Engines
Chapman Barn Equipment
Chapman Water Systems
Saw Frames and Saws
Chapman Well Drills
Toronto Windmills
Grinders
Pumps

Ontario Wind Engine & Pump Co., Limited

Toronto Montreal Winnipeg Calgary



YOUR OPPORTUNITY COUPON

Please send me complete information of your agency offer and its money making opportunities.

NAME.....

POST OFFICE.....

PROVINCE.....



The Premier Company

The Premier Goods

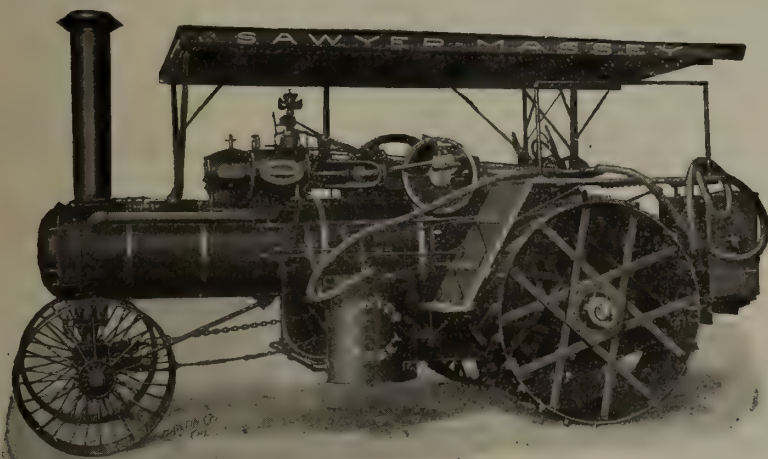
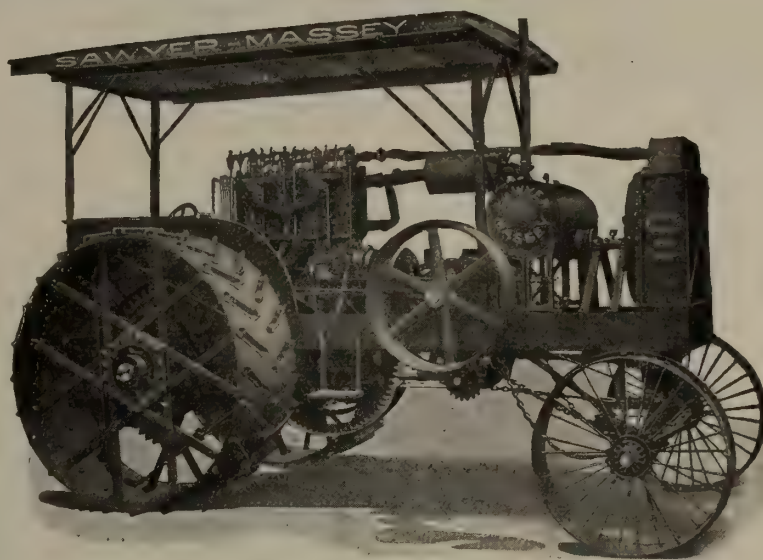
MADE IN CANADA A Big Tractor Year

1915 will be a Big Tractor Year. Prices for grain are high and the demand is heavy. Every acre that can be cultivated will be put to crops in the effort to raise as large a harvest as possible and make the exceptional profits. Hired help will be scarce in Canada this year. Horses are scarce and expensive. The Farmers of Canada will buy more Tractors this year than ever before, and they have the ready money to pay for them. There is an opportunity here for every responsible implement dealer to make money. It will pay you to handle the old and well-known Sawyer-Massey line, the favorite wherever it is known and the standard of efficiency for more than three quarters of a century.

Gold Medal Gas Tractor

The Sawyer-Massey "25-45" Gas Tractor is the leader in its class. In the last Winnipeg Contest it easily won first place and the Gold Medal, outdistancing every competitor, and leading in economy of fuel and water, excess power overrating, good plowing, freedom from vibration, and practically every point of practical value to the user.

In actual service in the field the Sawyer-Massey Gas Tractor excels as greatly as in the contest, and the testimony of users throughout Canada proclaims its efficiency and superiority. There will be ready sales for this tractor this year and it will pay you to handle it.



Steam Tractors

There is a full line of Sawyer-Massey Steam Engines, both portable and traction, of many styles and sizes. Every purchaser of an engine can find a Sawyer-Massey of the right size and style, and when handling this line you will have calls for no other.

Sawyer-Massey Steamers are known throughout Canada, and are famous wherever they are used for their economy of fuel and water and easy steaming qualities. They are correctly designed and strongly built, and in efficiency, ease of operation and durability are without an equal in Canada.

Write for our New 1915 Gas and Steam Tractor Catalogues and Investigate these Machines.

Sawyer-Massey Company, Limited

BUILDERS OF STEAM AND GAS TRACTORS, THRESHERS AND ROAD MAKING MACHINERY

Head Office and Factory: HAMILTON, CANADA

Branch Offices and Warehouses:

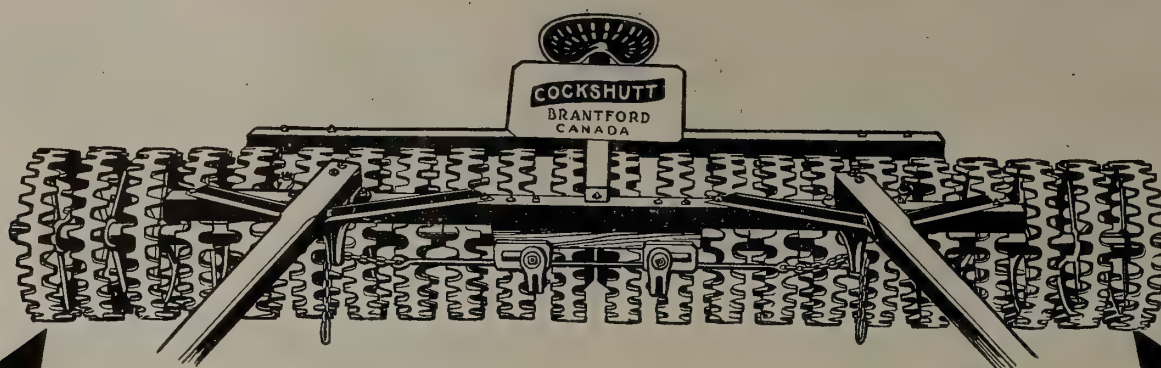
WINNIPEG, Manitoba

REGINA, Saskatchewan

CALGARY, Alberta

Agency: Buenos Aires, Argentina

SAWYER~MASSEY



To increase production sell these Cockshutt Implements

That is their mission, and they perform it well. Their systematic use has saved many a crop from total failure by drought. Thorough cultivation of the land, with its consequent conservation of moisture, is the best kind of insurance against dry seasons.

Provincial and Federal Governments are preaching "Patriotism and Production" to your customers through their farm papers. Hitch up to that campaign and show your friends that these two implements can be made the means of increasing their production, and thereby demonstrating their patriotism.

Pulverizers and Packers

Where land is worked up loose and has a tendency to "drift," a Cockshutt Pulverizer and Packer is absolutely necessary. If land is allowed to drift, some of the seed is sure to be laid bare and fail to germinate.

The roughened surface and little pockets made by this pulverizer not only prevent drifting by stopping the loost particles of earth before they gather momentum, but they also retain rain, dew, etc., thus helping greatly to increase the yield.

This Pulverizer is just as necessary in districts where the land does not "drift." Every farmer in Western Canada should put a Cockshutt Pulverizer on his plowed land this spring. It will make the best kind of a seedbed, with a close connection between the sub-soil and the overturned furrow slice.

And the Cockshutt is built of the finest of materials throughout. You can guarantee it to give A1 satisfaction under any working condition.

Disc Harrows

The Disc Harrow is an indispensable implement on most farms. It is hardly necessary to tell a modern farmer of the value of a Disc Harrow in the preparation of a seed-bed. Most farmers should have two or more, in order that thorough work can be done in the shortest possible time. Discing both ways of the field adds greatly to the crop it will yield.

Cockshutt Disc Harrows are built in a large variety of styles and sizes. With them you can satisfy the taste of any farmer—whether he fancies a large or a small, a heavy or a light, an in-throw or an out-throw implement.

Only the best grades of iron and steel go into Cockshutt Harrows. There's great satisfaction selling them because they invariably make pleased customers.

Ask our nearest branch house for full particulars. Send in your orders to-day and avoid the possibility of disappointment from delays or stocks sold out.

Cockshutt Plow Company, Limited

Winnipeg

Regina

Calgary

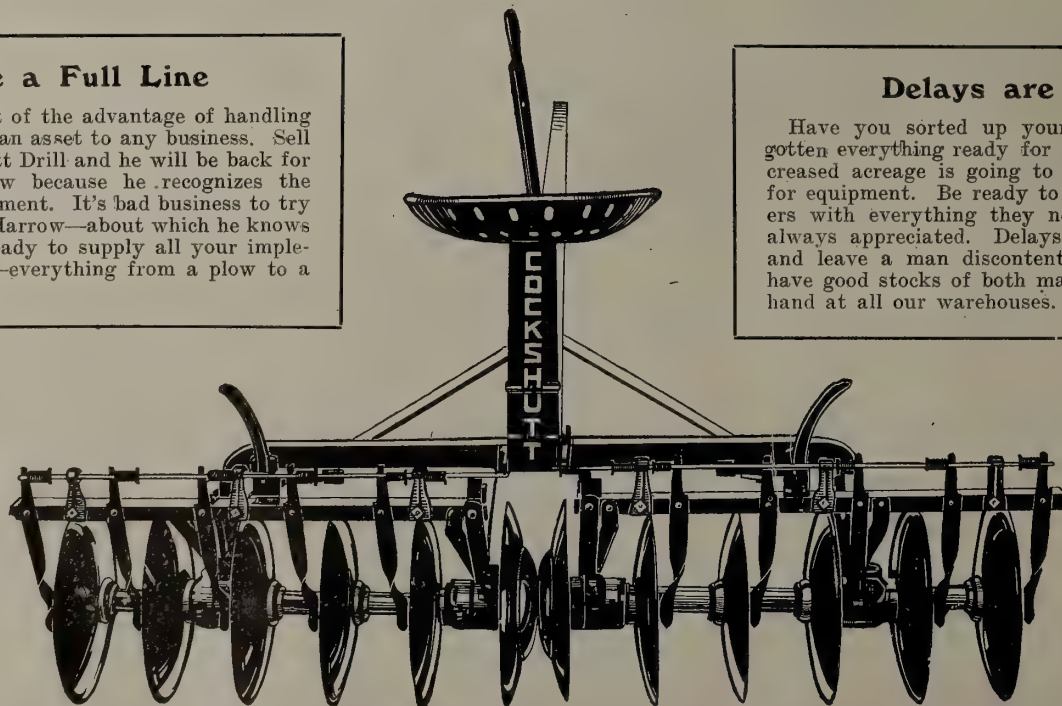
Saskatoon

Handle a Full Line

Have you thought of the advantage of handling "a full line?" It is an asset to any business. Sell a farmer a Cockshutt Drill and he will be back for a Cockshutt Harrow because he recognizes the quality of the implement. It's bad business to try to sell him a Jones Harrow—about which he knows nothing. We are ready to supply all your implement requirements—everything from a plow to a harvester.

Delays are Costly

Have you sorted up your Repair Stocks and gotten everything ready for spring trade? Increased acreage is going to bring extra demands for equipment. Be ready to supply your customers with everything they need. Such service is always appreciated. Delays are hard to explain and leave a man discontented. Act now. We have good stocks of both machines and extras on hand at all our warehouses.



CANADIAN FARM IMPLEMENTS

Vol. XI., No. 3

WINNIPEG, CANADA, MARCH, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

Factors of Efficiency in Retailing Implements

An Address by Prof. E. M. D. Bracker, Oregon Agricultural College

The wide awake and alert dealer realizes that he must not only be abreast but ahead of the farmer in efficiency, if his business is to prosper. Leadership generates confidence and goodwill; and confidence and goodwill generate business. The retail dealer should be the leader in the little world about him. To lead one must be well informed; the dealer should, therefore, be the best informed individual in the community.

It is of the utmost importance that the dealer be well informed regarding the operations of the machines which he is selling. This is a weak point with many dealers, and is a business loser rather than a business builder. A student at the college recently remarked that the things he was learning about farm mechanics would mean everything to him on the farm. He described how mad it made his father when he had purchased a new machine to have the dealer come out and take six or twelve hours, when time was valuable, trying to make the machine work properly. It is safe to assert that if that boy's father could have patronized a dealer who had expert knowledge of machinery he would not have troubled the dealer who required so long to assist the machine to perform that which it was designed to do. A farmer complained recently that his local dealer did not know how to wire a 12 h.p. engine, which had magneto ignition, so that dry cells could be used for starting. Think, if you please, what it means to crank a 12 h.p. engine fast enough to start it on magneto! One can hardly blame the farmer for at least thinking, and perhaps saying, unkind things about dealers' efficiency. If the dealer has not thoroughly mastered the details regarding the operation of the machinery he sells, he should

grasp every opportunity to do so. If he cannot thus equip himself he should by all means have an employee who is an expert with farm machinery.

The Value of Knowing How

Regarding sulky and gang plows, frequent complaints are made that they have too much side-draft. Now manufacturers realize that side draft is present in these plows, and we find devices for adjusting the plow so as to overcome these side draft

his plow pulls too hard, due perhaps to the landside riding on the bottom of the furrow. This may increase the draft 25 per cent. A simple adjustment is found on all standard plows for raising the heel of the landside in a few minutes.

In the grain binder the binding attachment should be thoroughly mastered by the dealer so that he can quickly remedy the trouble in case the machine gives trouble. One can easily tell what is wrong

Helping the Customer

By understanding the grain binder the dealer can frequently give the farmer valuable help by showing him how to adjust the binder so as to get all the grain into the bundle, and to make a well shaped bundle. This service will stop a distinct financial leak on many a farm. After harvest you will see fields in which forty to fifty per cent of the shocks have fallen, or perhaps much grain did not get into the bundle and lies scattered. What a waste these conditions represent!

We are apt to blame the man who did the shocking, and while this may be the cause, it is more frequently the fault of the binder. Recently two victims of inefficient operators came to my attention. In one case the band was placed so near the head that much of the grain was wasted. In the other, out of 75 acres shocked only 35 acres stood up. In this case the bundles had a very slanting butt end instead of being squarely formed. The farmer has a great deal of respect for that dealer who can quickly make a troublesome machine do its work in an efficient way and who can advise him regarding the best farm practice methods for his particular conditions.

The dealer who is most successful in teaching the farmers is the one who does not consider himself on an exalted plane with the farmer on a lower plane, but rather he will consider the farmer as living on the same plane with himself. The dealer who is well informed along all lines pertaining to his own business and the business of farming, so that he can render efficient service to his customers, secures the confidence and respect of farmers who live for miles around. Such a dealer acts as a magnet to draw the trade of the farmers living in the little world about him.



One of the primary principles of efficiency in the implement dealer is the capacity for getting out and around his territory.

tendencies. Does every dealer know how to proceed to make such adjustments?

I recall a neighbor who purchased a sulky plow from a dealer some eight miles distant. When tried it developed too much side-draft, so the farmer notified the dealer, who drove out to see what could be done. He could not remedy the trouble on the first trip, and drove back in a day or two with a new pole—but to no purpose. Finally the dealer had to take the plow back—although suitable devices were provided for taking care of the side-draft on this particular plow. The trouble was not with the plow!

Again, a farmer may complain

with the binding attachment when it refuses to tie by looking at the loose band which is thrown out with an unbound bundle.

For example, I have here a strand which has each end kinked. This would indicate that the bill hook spring was too loose or that the knife was out of time and cut the twine too soon. Here is another band which has a knot in one end. The other end of the twine has been cut squarely off. This trouble is chiefly due to the twine holder spring being too loose. This other band has a knot in one end of the twine and one end is frayed out. This would indicate that the twine holder spring is too tight.

Types of Competition.

Helping the community will not eliminate competition, but will assuredly promote a healthy and active competition, which means that selling prices will not be cut so low that the dealer cannot make a decent living. I recollect that, when travelling for a company setting up machines and experting, I finished assembling the machines one dealer had to set up. In the same town was another dealer handling machines put out by the same company. I suggested going over and helping him to assemble them, since I was short of expense money and had to wait anyhow until funds were forwarded. The dealer tried to discourage me, and finally offered to give me five dollars with which to pay my expenses back to the general agency!

In another town I found a very keen, but unhealthy competition between two dealers. They began by cutting prices on twine. Every morning each dealer would put out a placard stating his twine prices for that day, and needless to say those prices grew lower daily. Furthermore it was possible in this town to buy standard binders for \$85. As long as there are implement dealers who are dominated by such contemptible business methods, the implement business will never rise to the place it deserves among the business professions, but let the dealers catch the spirit of co-operation and fraternity and they will find that healthy competition is thereby generated and that their business is continually rising onto a higher plane.

Don't make the mistake of thinking that because a man has dealt with you for years that he will continue to do so. Always remember to give the old customer the same courteous treatment that is accorded new patrons. There are dealers who think that because they have friends and relatives who are farmers these people will be willing to pay more than the regular price on a machine. This may work once—no longer. Ties of blood are frequently less strong than the ties that bind a man's heart to his pocket book.

Developing Local Trade

People are not going to trade with you simply because you say in your window: "Be Loyal to Your Home Town." The dealer who is truly efficient does not need such a placard. He affords the reasons why his customers should trade at home.

The dealer must cultivate his district just as assiduously as the farmer cultivates his land. This

can only be done by personal contact—by getting out and around. Always ask the farmer how that new machine is working. If it is not satisfactory get out on the field with the farmer and make it work. Note on each farm what machines are needed—or what machines are worn out and want replacement. File the needs of that farmer on your prospect list. The dealer must take the initiative in introducing new machinery. It is the exception rather than the rule that the farmer comes in and asks the dealer to order some machine not in general use in the community. Entirely too many farmers are losing money annually because their machinery equipment is utterly inadequate. There would be few manure spreaders in use in America to-day if it had been left to the farmers to order them, for it was left to the manufacturer and dealer to point out their value to the agriculturist. It is not wise, however, to sell an untried machine, for until its worth is proven no machine will sell satisfactorily or add prestige to your business. The dealer can encourage several farmers to co-operate and buy a machine when it is too large or too expensive for the single farmer. The threshing and plowing outfit can be quoted as an instance.

The dealer sows seed as truly as the farmer by continually advertising his machines so that facts are planted in the farmer's mind regarding them. Systematically use the publicity afforded by the implement houses, and supplement it by personal and circular letters. It is also possible to sow many seeds of kindly service in the field about you. To put everything on a money basis is not the only way to live.

The man who takes the right sort of interest in his customers' welfare will have many transactions yearly that do not appear on the cash book. When the books are balanced this may mean a little less income for the dealer but many many entries in the pages of a book that is filled with little things that have made brighter and happier the lives of several farmers. And that unwritten book is the most profitable in any implement business—for it means goodwill, good feeling and the assurance of future business relations—but beyond all that stands the rich reward in happiness that no dealer can calculate in dollars and cents.

Studying Your Business

The dealer, to be efficient, must spend some time daily in training for his business. This may con-

sist in studying your trade paper, reading trade literature or pondering over the day's transactions, for we cannot have efficient or successful dealers unless they are willing to train themselves in their particular line of effort.

I have said little regarding the mail order question, for it seems to me that the efficient dealer who serves his community in the ways suggested will have little difficulty in overcoming mail order competition.

I recently gave a series of questions to some 50 or 60 agricultural students, these being as follows:

1. Are your hardware and implement supplies bought from one of the dealers in the town nearest you, or do you buy these supplies from a dealer farther away?
2. Why do you patronize a certain dealer or dealers?
3. What percent of the farmers in your home community buy their hardware and implements from mail order houses?
4. Are those houses located within or without the state?
5. Why do you think these farmers patronize mail order houses rather than local merchants?
6. If mail order houses are not patronized, to what local conditions do you attribute this?

The answer to these questions are interesting; they enable the dealer to see himself as others see him. I select three papers as being typical of all the replies:

In reply to the third question I take the percentage of the three papers and find that about 2½ per cent of farmers in these districts buy their goods from the mail order house.

In reply to question two, one student states: "We patronize our dealer because he handles reliable goods and is a reliable man." Another answer reads: "Quality of implements, convenience, and getting the square deal where we buy is our reason." A third reply is: "The agent is a thorough business man. He gives best service and has built a reputation for fair dealing and reasonable prices."

In reply to question six, one answer reads: "We deal at home because the local dealer is reliable, and we lack faith in the reliability of the mail order house."

The statements contained in the three papers give a fair idea of the farmer's standpoint, and should furnish every dealer with food for thought and study. They are: Reliable men, reliable goods, best of service, reasonable price,

fair and square dealing, advertising, carrying the line needed.

Here, in a nutshell, are the things demanded of you and your business. That they are factors of efficiency is evident from the small per cent of mail order goods sold in the districts from which these youthful farmers came. The time spent in seriously considering whether or not you have these factors, and if not, why, will pay any dealer a handsome dividend in an increased income, and a deeper and richer life when you head towards greater efficiency in retail implement selling.

The Outlook of the Business Man

To-day business men do not by any means control the conditions under which they do business. Obsessed by personal problems and interests business men do not follow the greater issues as closely as might be thought possible.

Factors beyond their reach—new inventions, new laws, new ways of thinking—shift price levels and influence progress in commercial or industrial methods. External forces guide the broad development from barter to an unknown future that constantly reshapes business. Still business men must produce and market goods in accord with this development. Civic, social, and public questions establish external problems as important to the business man—if not so directly apparent—as the technical internal problems arising within his own business.

The average business man gives most of his time to internal problems—better operating equipment, better stock, better processes—and uses what is left for general external questions. Resourceful and able in dealing with internal problems, he is neither acutely interested in external developments nor prepared to meet them to his best advantage. Possibly the unusual complexity of his internal problems allows him little time for broader issues. The farmers and the laborers have an opportunity to give more attention to their external problems. Consequently they are better prepared to handle them than the business men. Their organizations, national and even international, are active, aggressive and thorough.

Many calamities follow the effort to make cheap inexperienced youth fill positions that require mature judgment and experience.

Handling Washing Machines

Many implement dealers have proved that the power washer can be made a good saleable proposition all the year around. Obviously it is essential for the dealer to hitch up to a good washer, one that is strong, simple and easy in operation. Along with this you must have an engine that is simply operated since it is usually left for the lady to start upon washing day. When the farmer is out on the field it will not do the dealer's prestige any good if his wife has to bring him in to start up a balky engine so she can get her washing done.

"How can I best go about putting the washers before my customers?" an implement dealer may ask.

Let us repeat the words of a dealer who has had the greatest success in handling power washers. He says:

"After making my selection of power washer and gas engine I put them on my implement floor, put on the belt, oil, and get both washer and engine loosened up so they will show up to best advantage, with some dry towels or other clothes in the tub, so as to be in shape to give demonstrations the first time I can get a crowd of men or women in the store.

"Now I am ready to commence using printer's ink. In my first ad. I tell the farmers that, while in the city looking after the latest styles of farm machinery and their interests, I found a washing machine and gas engine that any man, woman or child can operate, and ask them if they do not think,

after buying all the most modern and latest styles of machinery for their own use, that they owe their wives and daughters something in the way of a labor-saving machine, and how pleased they would be with a machine that they could do as much washing with in two hours as it now takes them all day to do; and I invite them to come in and see the machine. When they come in to see it I am careful to show it up to the very best advantage, and to impress on their minds that the engine will also do the pumping, run the cream separator, grindstone, small grain grinder, and, in fact, be something the men folks can use as a labor-saver every day of the year; and, in fact, that the only money they are spending for the women folks is the price of the washing machine.

"I change my style of advertising every week. Some weeks I put in my ad. a verse or two of poetry; then next week a funny ad., to get the children to talking about it; and, in fact, anything to keep it before the people. Then I set a day and invite the ladies in to see the washer work, always asking each man and woman to let me send a machine out to their house and help them do a washing, telling them that if it suits them in every way, after they have seen it work, to keep it; if not perfectly satisfied in every way, to send it back with my man.

"And up to date I have sold a great many washers and gas engines and have made a nice profit, and I also find that I sell a great many more gas engines than I

would sell if I did not sell a good washing machine."

The implement dealer who has not got the agency for a good line of washing machines is certainly losing some of the cream of the implement business.

Avery Annual Meeting

Reports submitted to the stockholders of the Avery Company, Peoria, Ill., at the annual meeting Feb. 17, showed satisfactory conditions and good prospects. The election of officers resulted as follows: President, J. B. Bartholomew; vice-president, R. J. Boynton; secretary, G. L. Avery; treasurer, E. A. Cole; sales manager, C. E. Bronner; superintendent, F. P. Kinsey; directors, J. B. Bartholomew, R. J. Boynton, G. L. Avery, S. L. Nelson, G. J. Jobst, W. B. Brinton, F. J. Johnson, Henry Robertson and H. A. Rumsey.

The Twine Outlook

It has usually been the case that the leading twine producers have announced prices on or about March first. On account of unsettled conditions in Mexico, these price announcements may be later this year. Cordage Trade Journal points out that the value of fibres have tended to higher levels, affecting both Sisal and Manila fibre. In the case of Manila, the new system of U.S. Government inspection and grading has had an effect upon the increased prices, while an advance in Sisal values is due to a new export tax of one-quarter cent per pound levied in Mexico.

Present prospects indicate a very large consumption of binder

twine throughout the world this year. Deficient harvests last year in different parts of the globe, and the abnormally high prices of wheat now prevailing have caused and will cause the planting of just as much land as possible to wheat and other twine-bound crops. Of course, in some of the countries engaged in war there may be a smaller crop grown, but in some parts of even the countries at war an effort will be made to grow all the grain possible. Countries which now have wheat planted show increased acreages.

Labor is never a curse unless performed by those who look upon it as such.



Business AS USUAL

is the present motto in Winnipeg

Business better than usual

is our great Motto.

War or no war we are still here in Winnipeg, ready to serve you with our High-Grade Fencing, combined with a quick Service.

"The Fence that helped to build the West."

THE
Great West Wire Fence Co.

LIMITED
76-82 Lombard Street,
WINNIPEG, MAN.



All that's best in Farm Implements will be found in the

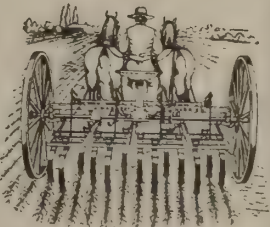
Massey-Harris Line

Plows, Cultivators, Disc Harrows, Drag Harrows	- - -	To Prepare the Soil
Hoe Drills, Shoe Drills, Disc Drills, Seeders	- - -	To Plant the Seed
Land Rollers and Packers	- - -	To Pack the Soil
Manure Spreaders, Lime Sowers, Fertilizer Drills	- - -	To Distribute the Fertilizer
Binders, Reapers, Mowers, Corn Binders	- - -	To Cut the Crop
Tedders, Rakes, Side Rakes, Hay Loaders	- - -	To Handle the Hay
Wagons and Sleighs	- - -	To Haul the Crop
Feed Cutters, Pulpers, Ensilage Cutters, Grain Grinders	- - -	To Prepare Feed for Stock
Cream Separators	- - -	To get full value from Cows
Gasoline Engines	- - -	To Furnish Power
Spray Outfits	- - -	To Spray your Fruit
Saw Outfits	- - -	To Saw your Wood

MASSEY-HARRIS CO., Limited

— Branches at —

Winnipeg Regina Saskatoon Yorkton Swift Current Calgary Edmonton



Who is a Separator Prospect?

On the evening of last Thanksgiving day, a farmer milked the four cows comprising his dairy herd. Two of the cows were dry and the other two so nearly dry that their double milk supply equalled a scant gallon. Yet that small quantity of milk was immediately run through the cream separator by the farmer. On being asked why he troubled with so small a quantity of milk, he replied:

"I want to get all the cream that there is in the milk, and the cream separator is the only sure way of doing it. Besides, separator cream makes much better butter than if the milk were left to stand for several hours, and what cream came to the top was taken off in a stiff, leathery condition."

This man, even though the quantity of milk was small, realized that there was gain for him in using a cream separator, says Arthur G. Smith, in *The Harvester World*.

Few farmers realize that they can use a cream separator with profit, and it is sad to think that so few dealers are sufficiently acquainted with the profits of the

separator to acquaint them with what they lose.

The two and three-cow cream separator prospect is all around you. He may live next door with an acre or two as a back lot on which he keeps two or three Jersey cows. Around this small herd centers his retired farming activities and his present interest in life.

You may be out on a pleasure tour with your family. Or you may be driving out to sell a certain farmer an engine or a manure spreader. Better yet, you may be out on a systematic canvass for prospects. You see two or three or more milch cows in a field. You may not know the owner's name, but immediately, to you, that farmer is a cream separator prospect.

Get out that prospect memorandum book and put down the name. If you do not know it, then the location of the farm. Step in and make the acquaintance of the farmer. Whether or not he knows that he is a cream separator prospect, you now know that he is—you have seen his cows.

Every day cream separator prospects like this can be found. More farmers keep a few cows than those who keep a large herd. The savings and the profits from the use of a cream separator are just as vital to them as they are to the large dairy farmers. The man with two or three cows may need educating to the value of a cream separator. Advertising matter will help mightily in the educating process and will place you in such a friendly position before the farmer that a sale is sure to follow sooner or later.

Let us look at some more figures—figures that will show in actual dollars and cents why it is profitable for a farmer having two or three cows to invest in a cream separator aside from having better butter for his own table. A good cow will yield 5,000 pounds of milk a year. Allowing six weeks of the year for her to be dry, she gives an average of 108 pounds of milk for the forty-six weeks, or the balance of the year. By using a cream separator for separating, a gain of fully one pound of butter is made from every one hundred pounds of milk. Say the farmer has three cows, his total amount of milk for the week will be 324 pounds. He thereby gains three and one-fourth pounds of butter a week. This amount at twenty-five cents per pound for forty-six weeks makes a total of \$37.37—a return of over fifty per cent on the money invested in the cream separator.

A cream separator sale is contagious. One sold in a community to a farmer having two or three cows soon produces sales among the other farmers. It is human nature not to want the other fellow to get ahead. It works with cream separators the same as it does with automobiles, or a new set of furs among the women folks.

The field for cream separator sales among the farmers having only two or three cows is a virgin one. Here and there are dealers working hard in the field whose sales total 135 or more cream separators for the year. You can do as well. The time to act is now. Two and three-cow prospects are all around you, but you will have to search them out.

Concerning Deep Plowing

A great deal has been said and written about deep plowing. Some have advocated the system in season and out of season, for all soils, all crops and all conditions, and others have opposed the system.

Deep plowing certainly has its place in nearly all systems of agriculture, but it has to be used with discretion. Deep plowing immediately before planting a crop on the dry land is almost sure to insure a failure of the crop. Unless rains should come immediately after plowing, injury will surely result because of moisture conditions. If rains come immediately afterwards, no damage is done. The moral of this experimental fact is that deep plowing should be done a considerable period previous to seeding time so that the moisture relation and proper compaction can be completed in the soil before seeding.

Deep plowing is sometimes not advisable in high altitudes because of the fact that growing conditions are quite different, so that the crop does not mature as quickly in the very high altitudes. This is sometimes a serious factor with such crops as the grains.

Implement Warehouses Burned

On Feb. 21 a disastrous fire occurred in Scott, Saskatchewan, in which a frame block belonging to C. Frank Street was completely destroyed, the damage being estimated at \$8,500. Half of the Street furniture store was occupied by the Cockshutt Plow Co.'s agency and the Massey-Harris agency, whose stock was also totally destroyed, the loss of the Cockshutt warehouse being \$2,000 and that of the Massey-Harris about \$300. The agency for the two companies was held by Messrs. Kinsman & Leach, who had only moved into the building a week before the fire. Luckily only a portion of the machinery and implements were installed from their former locations, otherwise the monetary loss would have been considerably greater than was the case.

Manila Adulteration

The U.S. Director of the Bureau of Standards announces that the serious adulteration of manila in the rope and cordage industry has been a handicap to the concerns who manufacture pure manila rope. Sisal hemp, from which binder twine is largely made, forms one cheap type of adulteration, since it has been impossible to detect it microscopically when wound with manila. A government chemist has devised a simple chemical test which reveals the presence of sisal when mixed with manila fiber.

Big Sales—Big Profits

That's What the Viking Agency Means to You

Viking dealers are making big money selling Viking Separators. They sell them in competition both with the highest grade of well known makes and with cheap mail order machines, because they are a first class article and their price is so attractive.

VIKING Cream Separator

550-lb. CAPACITY

This is the celebrated Swedish made Separator which, because of its efficiency and simplicity, outsold all other makes in European countries in 1913. We are just introducing the Viking to the American market and it is meeting with a most favorable reception from implement dealers and farmer dairymen. It gives the most for the money—both to dealer and dairyman.



Get the Agency before it's too late.

Write us to-day for terms, prices, etc., for the exclusive Viking agency, provided the Viking is not already represented in your town. The Viking will help boom your 1915 business and every sale will mean a satisfactory profit for you.

SWEDISH SEPARATOR CO. Dept. G, Monadnock Block
CHICAGO, ILL.

The Advantages of the Silo

While the silo is rather a rarity throughout the Canadian West, the time will come when mixed farming will assume greater proportions than at present, and when silo selling will be a feature nearly every implement dealer will have to consider. There are many arguments for the silo that assure one of its value on the modern farm.

It is an economic equipment and should be used on any farm where live stock is fed. It will tend to produce butter and beef at a much lower cost. It will make possible the saving of all of the corn plant. Without it nearly half is wasted. It will make possible the carrying of 50 per cent more live stock on the farm, without purchasing additional forage. It will defy competition with other lands in the production of stock and stock products. It will stimulate the dairy industry and greatly encourage the production of beef. It will feed economically colts and horses not at work. It is in keeping with good stock farming and the man who does not use a silo is handicapped and cannot compete with the silo keeper. Experienced stock farmers are unanimous in their approval of the silo as a profitable adjunct to their holdings.

B. C. Cow Establishes Record

A Holstein cow at the Colony Farm, Escondale, British Columbia, has broken all records in Canada for milk production, and established a new world's record for a period of 86 successive days, during which time she produced 9,376 pounds of milk and 107 pounds of butter. The cow is a pure-bred Holstein, 4 years old. She produced 3,415 pounds of milk and 98 pounds of butter in 30 days, and her record for 7 days is 833 pounds, and for 1 day 123 pounds of milk. The highest record cow on the Colony Farm, also a Holstein, produced in 350 days 27,888 pounds of milk. In the same herd there are 10 cows with 1-day records of 100 pounds of milk each.

The "Colony" is one of the prize dairy farms in the Province, the herd being composed entirely of animals selected especially for their milk-producing qualities.

A Dry-Farming Plow

Two inventors in Colorado have patented a plow which they claim will be valuable for dry land farming operations. The principle feature is a perpendicular disc which turns rapidly and into which the soil travels over the mold board. The disc pulverizes the dirt making a seed bed of fine dirt several inches deep. With the soil thoroughly pulverized all the moisture is conserved, there being no clods or other large pieces of dirt to make air holes. It is said the plow can be pulled by an ordinary team of horses.

The claim is made that a user can plow a piece of ground and prepare it for the crop at one operation.

Quality of Canadian Grain Crops

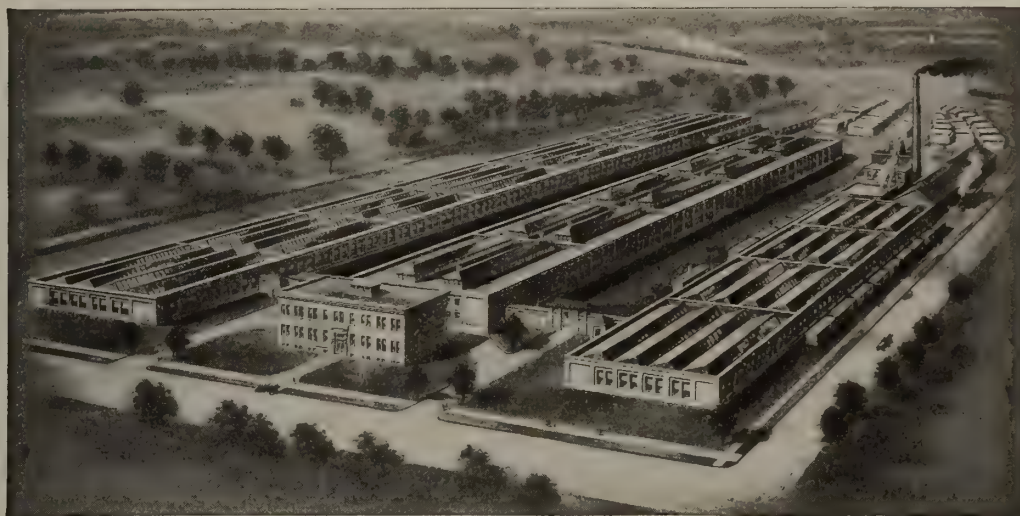
The quality of the grain crops in 1914, determined by the weight in lb. per measured bushel, was fair, conditions during the ripening, harvesting and threshing periods being upon the whole of favorable character. The results for wheat, oats and barley are not equal to those of 1913, when yield and quality combined excelled all records; but they are practically equal to the average of the four years 1900 to 1913, although if anything slightly below it. The same may be said for the other grain crops, except that

they were slightly above the average.

Flaxseed alone showed any material adverse difference, the weight being 52.5 lb., as against the average of 55.96 lb. Corn for husking was 56.62 lb., as compared with the average of 54.85 lb. In 1914 the weights per measured bushel were for wheat 59.5 lb., for oats, 35.31 lb., for barley 47.22 lb., for rye 55.47 lb., for peas 60.53 lb., for beans 60.21 lb., for buckwheat 48.20 lb., and for mixed grains 45.51 lb.

We wouldn't know some men were dead if one didn't miss their bragging.

Many a man's real reason for going down town every evening is that he is married to the wrong woman.



General Canadian Works of the De Laval Dairy Supply Co., Ltd., Peterboro, Ontario.

The big De Laval Works at Peterboro, Ontario, is running as usual.

There is an ever increasing demand for De Laval dairy and farm equipment.

The farmers are getting big prices for their produce and it's a good time for dealers to push farm and dairy supplies and equipment.

The dealer who handles De Laval Cream Separators, Alpha Gas Engines, Ideal Green Feed Silos, and De Laval Farm and Dairy Supplies in 1915 will get the Cream of the business in his locality.

AGENCY APPLICATIONS INVITED

De Laval Dairy Supply Co., Ltd.

WINNIPEG VANCOUVER MONTREAL PETERBORO

ACTIVE AGENTS

required in territory where we are not now represented

The Canada Hail Insurance Company

Liberal Contract. Write for full particulars to

Carson & Williams Bros. Ltd.
Union Bank Building,
WINNIPEG

APPLY AT ONCE

Uniformity in Purchasing

Speaking to the organized implement dealers of Iowa, Secretary E. W. McCullough of the National Implement & Vehicle Association pointed out that while the dealer may have thought that standardization of goods was purely a matter that concerned the manufacturer, he and the farmer were equally concerned. Dealer, manufacturer and farmer, giving their allied efforts toward the uniformity of goods, can greatly aid their individual expenses and incidentally increase their profits. He said:

"You blame some of this complexity of styles sold to the farmer who pressed you hard to have something different, and no doubt in some cases you insisted that our salesmen yield to you just as you did to the farmer, and the salesman in turn passed on the fruits of his weakness to the salesmanager, and he in these times of close competition persuaded the manufacturer that everyone was doing it, and if he did not take the order someone

else would, and no doubt told the truth when he made this statement.

"While the prices of standard implements have not advanced perceptibly in the past six years, neither have the manufacturing and retail profits, and as economy is the order of the day, there is no better time to make a careful study of our business and eliminate waste wherever it may be found.

"While we are getting ready to present to you our suggestions for reducing unnecessary variety, you can begin to make economies or money, whichever way you choose to put it, by beginning at once to standardize the orders you give the manufacturer from this time on, and by this I do not mean to suggest that you need cut out anything for which you have a reasonable demand or fail to handle any tool or machine that will improve and advance agriculture in your locality, but I do mean that you may be carrying unnecessarily too many articles which are not standard or common to your locality, and the only justification you had in buying them was that the salesman convinced you that they were just a little different than standard and that you were getting more so-called talking points for the money.

"If you will analyze the stock you have carried over, you will find the greater number of articles are of this class; therefore, when you consider the money you have tied up in these carried-over stocks, which must carry also taxes, insurance, rent and other overhead expense, and many of them you will be obliged to sell at a reduction next year, you will understand fully what I mean.

"Then you have a duty to perform to your customers in counselling them against ordering special goods when standard will serve their purpose equally well, for they should be made to understand that the advance usually charged on specials never covers the extra cost at the factory, but all of the extra cost must be taken care of and is spread over the entire line, just the same as all of your expenses of doing business must be first settled before you can realize any profit.

"The advantages of standardization to the dealer, we might list this way—simplification of stock, which makes it easy to care for, requires less investment and yields more net profit.

"Many sales are lost in trying

to work off a special when the customer has asked for something which is standard, for while it is good business to clean up your stock, it is poor policy to try to force it onto a customer when he cannot be interested, yet your salesmen may often affront a customer in this way when you are not aware of it."

Plain Talk from Texas

Many of our readers will have followed the cotton situation in the southern states, and in this connection an exchange recently published a circular letter, sent by a hardware concern in Fort Worth, Texas, to the retail leader in that state. The president of the concern, C. E. Nash, strongly condemns any sympathy extended farmers who hold their cotton because of low prices prevalent owing to the war. This gentleman says that any commodity is only worth what it will bring when sold. He says:

"It is said that a farmer cannot raise cotton at less than 10 cents per lb., yet many farmers got rich, or at least independent, raising at at 7 cents, and that at a time when he sold all he raised at a lower profit than is the case to-day, while he paid more for what he purchased. We give you the following comparisons:

He buys a hoe for 50c. that used to cost 75c.

He buys a file at 15c. that used to cost 35c.

He buys a singletree at 35c. that used to cost 50c.

He buys a sweep at 8c. that used to cost 15c. per lb.

He buys a plier at 75c. that used to cost \$2.00.

He buys nails at 4c. that used to cost 5c. per lb.

He buys wire at 3½c. that used to cost 10c. per lb.

He buys hames at 50c. that used to cost 75c.

He buys traces at 45c. that used to cost 75c.

He pays 60c. per day for picking where he used to pay \$1.00.

He borrows money at 8 per cent to 10 per cent where he used to pay 12 per cent and 15 per cent.

He sells wheat at \$1.00 that used to bring 60c.

He sells oats at 50c. that used to bring 18c.

He sells corn at 75c. that used to bring 15c.

He sells hay at \$14.00 that used to bring \$4.00.

He sells turkeys at \$2.25 and sometimes \$4.00 that used to bring 60c. to 75c.

He sells chickens at \$3.50 that used to sell at \$1.25 to \$1.50 per doz.

He sells a horse at \$150.00 to \$225.00 that used to sell from \$50.00 to \$100.00.

We must, of course, recollect that these prices are quoted for Texas, and, as the writer points out, are possibly not absolutely correct, but accurate enough to show that the farmer is getting the best of the situation. In closing, Mr. Nash says:

"The retailer owes it to himself, to his jobber and his bank to insist on farmers selling, at least, a part of their cotton. A man has an unquestioned right to speculate on his own money, but he has no right to speculate on the other fellow's money. The farmer has a right to hold his cotton till doomsday if he does not owe anything; but he has no right whatever to hold his cotton to the financial embarrassment of the retail merchant who since spring has fed and clothed his wife and children and furnished him with the means with which to make that cotton."

The Best Policy

There can be little doubt that, in the implement business, to have a price and to stick to it is the best policy. To give one man one price, and a lower to another man, is only asking for trouble and making your customers suspicious. In this connection the president of a dealers' organization in Ohio, says:

"I have just one price and every man in my territory knows it. When I say that I am going to ask so much for a machine they have learned that it is no use to argue, to tell what somebody else will do or to haggle about it a minute. That is my price and I give it at the start and there is no chance to change it. There is nothing which will excite the distrust of the farmer so soon, or which will depreciate the dealer more, than to let it be known that it is possible to get more than one price at the store. Even to suspect the fact of a double price system is enough to make trouble. I have been very positive about this during all my business experience, and I have gotten my trade educated to the fact that when I make a price it has got to stand, no matter what pressure may be brought to bear upon me to change it. I believe this is the only way the dealer can do business and do it right. If some other fellow wants to cut the prices let him do it. I intend to make a profit on everything I sell and my prices are made with that end in view. If I can't make a profit why should I sell at all?"

STOP! LOOK! LISTEN!

This means you Mr. Dealer. The advertisement, as shown below, of the

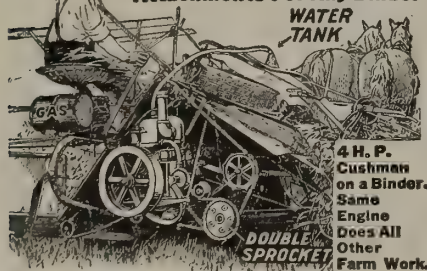
Cushman Binder Engine The all-purpose Engine

is running in the farm journals for your benefit. The resulting enquiries received now will mean engine sales for you

Get Dealer's Proposition and full Particulars

Cushman Motor Works of Canada, Ltd.
289 Princess St., Winnipeg, Man.

Saves a Team Attachments For Any Binder



Cushman Binder Engines

For All Farm Work

This is the one successful binder engine. Thousands are in use every harvest. Fits any binder. Engine drives sickle and all machinery. Since horses have only to pull machine, two horses will easily handle 8-ft. binder in heavy grain. In a wet harvest Cushman Engine saves the crop, as it keeps sickle going when bull wheel slips—it never clogs. After harvest Cushman engine does all other work. Very light weight and easy to move around, yet runs more steadily than most heavy engines, because of Throttle Governor and perfect balance. 4 H. P. weighs only 190 lbs.; when stripped for binder only 167 lbs. 8 H. P. only 320 lbs. Forced water cooling system prevents overheating. Equipped with Friction Clutch Pulley.

Alex Irving, Cummings P. O., Vermillion, Alberta, writes: "I have been sawing wood with my Cushman lately and it has been working fine, no trouble to start. I am running an 8 inch I. H. C. grinder, which it handles nicely. I have put in a line shaft and run the churn, washing machine and cream separator. Everyone who sees it thinks it is the only engine."



Ask for free Engine Book.
Cushman Motor Works
of Canada, Ltd.
289 Princess St. WINNIPEG

The Question of Distribution

We are all aware that war is a bad thing, and never more convinced are we of that fact than at the present. But, in the realm of distribution a continual warfare exists, one which the man in the street does not think much about, but which, nevertheless, has a far-reaching effect upon business. In business with the farmer we have two systems of distribution. On the one hand we have those manufacturers who sell through the retail dealer, on the other hand the mail order concern and the manufacturer who sells direct.

Not long ago we were talking to one of the latter class—a man who sells a considerable number of a certain type of farm implement.

"Why," we queried, "can you not sell through the logical channel, the implement dealer? He is the man on the spot, he knows local conditions; he surely could more profitably sell your goods than you can by direct selling."

"I have no kick against the system of retail distribution," he replied, "but I have a hard kick against some of the men who run retail concerns. Lately I went to a town in this province, and I tried to interest a retail implement dealer in my line of goods. What did he say? He practically told me that he could not sell an item in my special line to his community, and that right now when they are seasonable stock. I was naturally vexed and made up my mind to disprove his words. Next day I went out and sold, right in that district, no less than 14 of my —. Now I don't call myself a gold medal salesman, but surely if I can do that with men I never saw before, a dealer could find it profitable, with his local connection, to push my goods."

We give this statement for what it is worth, and assuredly were all dealers of the type mentioned we could not raise any serious complaint against direct selling. In selling anything nowadays the first essential is energy and progressiveness—and those qualities ought to be part of the make-up of every dealer in the implement business.

Not long ago, in the United States, a farm paper publishers' association adopted a resolution favoring the rejection of all advertisements that attacked retail dealers, that is publicity that built the value of its goods on the point that the middleman should be eliminated. It has too often

been the case that the dealer has been nearly, at times, referred to as a robber or a hold-up artist. Farmers' associations, and their organs, nowadays point out that the middleman is dispensed with and prices brought to a proper basis by some system of distribution carried on by said organization, which usually handles most things between coal and cultivators.

We believe in the survival of the fittest, but we do not believe that goods advertised with the basic argument of every retailer being a possible thief are being advertised rightly. An implement contemporary in the United States, in referring to these attacks upon implement dealers, quotes the advertiser of a direct selling gasoline engine as saying of his product:

"It is sold to you direct from the factory for less money than middlemen can buy engines no better at wholesale, and in many cases not nearly so good, in solid carloads for spot cash. Don't get fooled by the light, high-speed, short-lived cheap engine, nor by the high-priced, ordinary engine with four middlemen's profits as the only excuse for that price."

Such wording can have only one idea, and that is to give the reader the impression that if he buys a standard engine from a retail dealer he is paying a price that includes profits for the dealer and also three other individuals! Such an insinuation is utterly unwarranted—and is assuredly only made for the purpose of building sales through a policy of deceit. Again some catalog concern, or direct seller, says: "This we will sell to you, as advertised, at \$8.00. Your dealer would charge you \$11.50."

Is it logical to expect that the advertiser of the goods can say what the dealer will charge? Yet the assertion is there, and it is an attack upon the retail trade, part of the continuous war that goes on between our systems of distribution. A fair deal is a mighty good thing, and no one objects to direct selling so long as the goods are talked off on their merits and not quoted as being what the dealer would charge so much for "compared with our price." We have to combat this sort of thing, but we must, at the same time, lose no opportunity of winning from our districts all the legitimate trade we can. And that trade can only be got by hustle, by aggressive advertising and pushing of our goods before the public. The

question is: "How many men actually want to buy goods that they cannot examine?" We believe that they are comparatively few. No man likes to walk in the dark, and no man likes to buy in the dark. That will ever be the greatest loop-hole for the dealer through which to attack the hosts of long-range selling propositions.

In Using Window Space

In using their window space dealers should always make a point to use price cards. A very attractive display may lose largely in effect by no item having a price ticket on it. If other types of retail merchants find it necessary to use price cards, it is just as essential that the dealer should let passers-by know the cost of the goods which he carries. The window can perform many a silent sale by this simple system.

Drought Effect in Australia

The States Statistics Department of the Australian Government has published reports of the disastrous effects of the drought in that country upon the 1914-15 crops. Before harvest, upon December 1, the Government of Victoria placed the yield per acre of wheat at only 1.46 bushel as compared with 12.84 bushels in 1913-14, thus making the total only 4,084,865 bushels from 2,790,900 acres, as compared with 32,936,245 bushels from 2,565,861 acres in 1913-14. Similar reports from New South Wales (December 1 and 2) estimate the production of wheat grain at about 15,700,000 bushels from 2,415,235 acres, a yield per acre of only 6½

bushels as compared with the decennial average of 11 bushels. Of the total area sown, viz., 4,137,774 acres, 1,174,561 acres failed or were fed off, and the produce of 547,978 acres was turned into hay. Out of 20,488 holdings growing wheat, 8,985 holdings were cases of either absolute or partial failure.

A Road Drag Improvement

A county superintendent of highways in Illinois has perfected an invention which he claims will save road builders thousands of dollars annually. The machine, which can be very simply constructed, is stated not to cost more than \$80, and is an improvement on the split-log drag. It consists of two steel beams of 1,000 pounds each, hinged to the ends of a 5-foot beam. The laterals are 18 feet long and have a swing of 30 feet at the front. The draft is by chain through the arc described to the rear beam. A chain connection from the forward ends adjusts the angle of the machine to any width of road. A ridge is avoided and a smooth surface assured by attaching behind a small beam weighing 300 pounds.

Competition

An enterprising young florist in order to increase his trade displayed this sign in his window: "We give a packet of flower seeds with every plant."

His competitor across the street promptly sought to meet competition by placing in his window the following announcement: "We give the earth with every plant."—Tit-Bits.

Corrugated Slip-Joint Well Curb

Good water is an essential need of every farm. Show the farmer this durable, clean well curb that is easy to put in place and you can make sales that carry a nice profit.

Write for full information and prices.

Winnipeg Ceiling and Roofing Co. Ltd.

P. O. Box 3006 F.I.

Winnipeg, Man.

We Make the Best Granary on the Market.

Increasing Production Sanely

Seed time, aye and harvest, will come to Europe this year, yet over great areas it is more than possible that little will have been sown and still less will exist for reaping. Growing and ripening grain will be destroyed by the marching and countermarching of armies—in many districts only the aged and infirm and the extreme youths of the male sex will be left to tend to the crops, with such help as the women can give. Consider the wheat lands of Austria-Hungary, for instance, after an advance from the east by the Russians, and an advance from the south by Servia and her allies. Truly Europe will require grain this year, and Canada must strive to do her part in producing greater crops than ever before in the history of the Dominion.

We hear much talk of the case for increased agricultural production, but C. C. Jones, speaking before the Ontario Experimental Union at Guelph, put the idea in a few terse sentences which cover the fundamental, and also the fullest, facts of the case. He said:

"The call is for more food. The first thing that suggests itself is increased acreage. 'Let us have another million or two acres of wheat,' many people say. The worst thing that could happen to Canadian agriculture would be the attempting of too much, the spreading out of labor to its dissipation. Ten million acres of wheat producing twenty bushels to the acre will give more crop than twelve million acres producing fifteen bushels to the acre. It would mean 20,000,000 bushels more produced at less cost.

"What we want to understand is that it is millions of bushels, not millions of acres, that are called for; more milk and butter and cheese, rather than more cows. It is a day when the economized use of labor will tell. . . . Let us remember that it is more bushels per acre, more pounds of milk per cow, more pounds of meat per animal that will count, and that will mean more total yield per farm. Let us in 1915 make good on the farmers' fighting line with 'More Than Usual.'"

The Advertised Lines

As time swings past one notices that the methods in the farm implement business are not so much different than from what they were in the past. Some advertising to the farmer has always

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, MARCH, 1915.

been necessary in order to sell implements, or any other line of goods. In these later days the manufacturer advertises to both dealer and farmer, and the dealer advertises to his community. More farm papers are published, and more advertisements to the consumer appear. Here is the reason why it usually pays the dealer to handle lines that are advertised to the farmer.

Care and Credit

A note is absolute evidence of debt, while an open account is not. Regardless of the amount, it is advisable to always take a note when you sell goods on long terms. It may be that you cannot get a cash payment on the goods, yet the business is good. In such an event the order should not be turned down but a note should certainly be taken.

A farmer who is well fixed may not wish to give his note, so that the dealer sells the goods on open account. But such a policy is not justifiable, for there is no man alive who wants to buy goods on time who it too big to give his note. Ask such a man if he could treat his bank so if he wanted to borrow money for any length of time. The dealer should look at it in the light that he is not selling goods on time but is

rather lending money. Forget that you are selling an implement or machine, and simply think that you are lending the farmer \$100 for a certain time.

It is advisable to beware of mortgages. Many mortgages are defective. When you take a mortgage make sure that it is written up fully and completely, with everything included in it that should be included. Make your description of the article mortgaged complete, for it must not be forgotten that the law imposes upon you the identification of everything you have taken a mortgage on. It is not required that the party giving the mortgage should pick these articles out. It is not sufficient to merely state that the mortgage covers one riding plow, one wagon and one gray horse. Each item should be fully described and recorded.

Care must be taken in regard to writing notes. We have seen notes without a date of any character, not even a maturity date. Differences may not exist between the face value and the amount quoted in one corner. This is largely due to a combination of hurry and carelessness, and a forgetfulness of the old saying that "anything worth doing is worth doing well." The trouble with most of us is that we sell in a hurry and sometimes have to collect at leisure.

The Dealer as an Advisor

In any agricultural community there is no keener observer of local conditions than the implement dealer. His sales and collections keep him in touch with the country; his business with conditions in the town. In this great cry for "Increased Production," the retail implement dealer will play a large part, although he may not generally be credited with aiding the community wherein he does business. Dealers will, in the majority of cases, not only impress their customers with the necessity for increased production, but will point out to them that it is infinitely better to raise thirty bushels from one acre than to have fifteen bushels from each of two acres. They will advise the farmer to cultivate thoroughly, to use clean seed—to farm sanely, eliminating the questionable practices that lead to poor results.

It is the duty of Canada to see that each acre of cultivated land must produce more crops, and that more acres of land must be brought under cultivation is a fact that must be faced. It is no presumption on the part of any dealer to suggest to the farmer the best means of aiming at this ideal, and the right type of farmer will not deem it so. Of course there will always be the type of man who will say:

"It's all right for the implement men to talk. What they want is for us to buy more goods from them. They use their advice as a cloak for getting after our money."

It is very safe to assert that no implement dealer in Canada wants, at the present time, to sell anything to any man who cannot pay. Instances in the past, when farmers were loaded up, have proved a warning in this connection. Every conservative dealer will not urge the farmer to buy goods if he cannot foresee a return on the machinery investment before the season is over. The farmer of to-day may spend far more on farm machinery than he did fifteen years ago, but the investment has been a good one when one considers how much of his increased prosperity and production, labor-saving and efficiency doubling has been due to the machinery which he purchased.

It is the duty of the dealer to acquaint himself with the technical side of farming, and it is just as much a duty that he impart his knowledge to the farmer so that it can be put into practice. The dealer has a niche to fill in edu-

cative work, and can be counted upon to help Canada in the present effort for greater yields. In an advisory capacity he can do much, and from every effort made good should result to both the farmer and himself.

Regarding Guarantees Given

In production a manufacturer guarantees against imperfections in the machinery he sells, and in selling the dealer can only warrant the machine to do the work for which it is intended. A vague or very wide warranty is a questionable thing for any dealer to give, and in this respect he will do well to make no broader guarantee than does the manufacturer. The wholesaler does not warrant any machine to give absolute satisfaction, for the purchaser may later see something which he would rather have. In this event he would have no difficulty in returning the machine to the dealer—demanding a return of the money.

It is too often the case, when in the zest of making a sale, that the dealer lightly says to "take it back if it does not give satisfaction." This gives the purchaser the option of using the machine for a considerable time, then returning it to the dealer. If it is good policy to allow the machine to be returned, it is best to give credit for it or to replace it by a machine of a similar type. Only as a last resort return money in a case like this.

Repossession of Machinery in Saskatchewan

In our February issue we briefly outlined the legislation concerning lien law in Saskatchewan as affecting the seizure of goods sold under lien agreement or conditional sale. In addition to this legislation the Saskatchewan Government have issued a further proclamation stating as follows:

1. In case of the abandonment, by a purchaser, of farm machinery bought by him under the terms of a conditional sale, lien agreement or hire receipt, the vendor may file with the sheriff an affidavit or statutory declaration, taken or made by the vendor, or some official, agent or employee of the vendor, setting forth the fact of the sale of the machinery to the purchaser, and, upon information and belief, that the purchaser has abandoned the said machinery; that it is not in the possession of his family or of some other person

for him, that he has abandoned the farm formerly occupied by him and that no interest of him or his family will be served by enforcing the provisions of the said Proclamation of November 19, 1914, with respect to seizure and sale;

2. The sheriff, upon receiving such affidavit or statutory declaration, may give to the vendor an acknowledgment in writing of such receipt and a waiver of the provisions of the said Proclamation of November 19, 1914, in so far as the property in question is concerned, and the vendor may thereupon proceed to seize or retake possession and sell or otherwise dispose of the said machinery under the terms of the conditional sale, lien agreement or hire receipt, in all respects as if the said Proclamation had not been issued.

3. No fees shall be payable to the sheriff in cases coming under this Proclamation. This Proclamation shall come into force on and after the first day of February, A.D. 1915.

Attention to Correspondence

In the financial end of any retail business a point of extreme importance is that of attention to correspondence. Many a retailer has taken a decided dislike to a wholesale concern simply because he swept a few letters into the waste paper basket that should have been answered with reasonable promptness. Times must come, for example, when it is impossible to cover upon credit which a wholesale house has given, just as times come when some of our customers do not find it convenient to discharge at once the credit we have extended them. Under the latter circumstance every retailer feels more satisfied when the customers send an explanatory letter outlining the situation and asking for some arrangement of extension. In the relations of the retailer with the wholesale house, matters are remarkably similar to those between merchant and customer. The latter, when needful, lets accounts stand over until the skies clear off, with little or no explanation.

In like manner the retailer too often drops into the waste basket the first form letter which he receives from the credit department of the wholesaler.

"We do not think much about it and possibly forget the matter entirely until ten days or so pass. Then a second letter arrives from the wholesale house—the clerk in that credit department is follow-

ing out his schedule to the letter. Again the waste paper baskets play a part in our correspondence methods," said a successful hardware retailer.

"Matters drift along until the credit clerk in the wholesale house notices that we are not responding to the usual stimulants. He talks it over with somebody higher up and it is decided to wake us up with a letter a little bit 'hotter' than those we have been dropping off the edges of our desks into the waste paper baskets.

"When that peppery letter comes along nine out of ten of us get sore. That is human nature. We are even sore when the fault is entirely ours. We get up on our high horses and send the money to the wholesale house and along with it goes a letter that expresses, in more or less peppery terms from our own vocabularies, what we think of wholesale houses which write tart letters to customers."

Why not take ten minutes to answer the first letter from the wholesale house? The retailer's explanation would have been accepted without question, and the accounts dropped for thirty days. Instead procrastination steps in, and we let accounts drag with the resulting trouble.

Publicity and Advertising

Publicity and advertising, profitable advertising, are two different things. A man may gain publicity and yet enjoy no advertising, in the commonly accepted sense of the term. He can acquire publicity, and that, too, in a hurry, by beating up his wife, or heaving bricks at his neighbor's dog, but it won't do his business any good. Advertising, to be effective in enlarging one's business operations, must be judiciously placed and handled, to begin with. The man who counts on enlarging his sale of farm machinery would hardly contract for space in the columns of a fashion publication. He might gain a little publicity by so doing, but the advertising value to his business would be fully represented by the zero mark.

Advertising is an absolute necessity if any enterprise is to be enlarged, or even kept up to the mark already established. For the world is fickle and forgets quickly, unless one's name is kept constantly before it. It is a day and age of printer's ink as never before. It is the accepted medium for extending business operations.

Personal

E. H. Palmer and G. N. Lapp are two new dealers at Bladworth.

W. H. Brent has discontinued his implement business at Amulet.

Henry Michaux has commenced a retail implement business at Makinak.

Melville Hough has commenced a retail implement business at Camrose.

S. G. Chauviere recently opened a new implement warehouse at Meyronne.

It is reported that R. A. Cowan has discontinued his implement business at Chauvin.

The implement concern of K. S. Lee, Delisle, has been re-organized financially.

The Retlaw Harness Company has recently changed hands in the town of that name.

G. F. Dimford has discontinued the harness business he formerly carried on at Manor.

The implement stock of F. W. Bayles and Sons, Wawota, was recently sold by auction.

Martin Schmidt has sold out his implement business at Provost to a dealer named N. N. Jonsohn.

J. A. Vossen has sold out his implement store at Humboldt to a dealer named E. D. Le Lacheur.

The engine supply concern at Winnipeg, known as W. W. Carruthers, is reported as selling out.

O. L. Etter has taken over the implement business at Imperial formerly carried on by Charles G. Sled.

G. A. Bellamy has discontinued the retail implement business which he formerly carried on at Abbey.

W. D. Sanderson has taken over the implement business at Davidson formerly carried on by D. Wilkie.

Smith and Gaetz, implement dealers at Red Deer, have taken over the stock of the Day Hardware Co.

Mooney and Finch is the name of an implement concern who have commenced business at Tribune.

Walter R. Peterson has discontinued the implement business at Midale which he formerly carried on.

Andrew Wilson has discontinued the retail implement warehouse which he carried on at Vegreville.

The Sharples Separator Co., West Chester, Pa., has closed its branch in Minneapolis. In the future the business in that terri-

tory will be carried on from the Chicago headquarters of the concern.

James—not Julius—Caesar has sold out his implement business at Lancer to a dealer named T. S. Hangerud.

V. H. Hryonak has taken over the retail implement business at Hafford formerly carried on by E. W. Bavin.

Robert Gardiner recently discontinued the harness business which he has carried on for some time at Foremost.

S. Crerar, a lumber merchant at Basswood, has increased his business by adding a line of farming implements.

Hunt and Symes, who carried on a coal and implement business at Dilke, have discontinued operations at that point.

Row and Carson, implement dealers at Drinkwater, have discontinued their warehouse at that western point.

H. Ogden, Stoughton, has taken a partner into his implement business. It will in future be known as Ogden and Coatwell.

V. A. Porter is the latest addition to the implement fraternity at Claresholm, at which point he has opened a warehouse.

Robert F. Kinnon has opened a retail implement store at Briercrest. We wish him every success at this western point.

G. W. Matheson, who carries on a retail implement store at Craik, has closed down his branch business at Aylesbury.

A new concern recently incorporated in Winnipeg is the Western Metal Products Co., who will handle metal roofing, siding, etc.

The firm of Edgar and Kennedy, implement dealers at Prussia, has been dissolved. In the future J. G. Edgar continues alone.

E. S. Strachan, manager of the John Watson Mfg. Co., Winnipeg, recently paid a business visit to Edmonton and other western points.

G. A. Ladd is the latest addition to the implement fraternity at Bladworth. We wish him success in his venture at that western center.

H. G. Sigurdson, Leslie, has bought out the hardware and implement business at Elfros formerly controlled by F. M. Vincent.

Joseph Rondeau, Somerset, has commenced handling a line of farm implements, as well as carrying on his general store at that point.

R. B. Webster, Wilkie, has

taken the Cockshutt agency at that point, and looks forward optimistically to a good year's business.

Daniel Diemert, Broomhead, has taken a partner into his implement business. In future the firm will be known as Diemert and Nichols.

Two brothers named Dow have bought out the implement warehouse at Radisson, formerly carried on by a dealer named S. A. Foster.

The Anderson and Miller Machine Co., Maple Creek, has had a change in the firm's name. It now reads, Anderson, Miller and Olmstead Co.

The implement concern at Simpson, known as S. Krehbiel and Son, has been broken up. In the future P. S. Krehbiel will assume full control.

A new concern to break into the implement game at Lanigan is known as Racknell and Thompson. We wish the partners success at that point.

E. J. Brown, an implement dealer at Tribune, has taken a partner into the business. The firm will hereafter be known as Hawbaker and Brown.

H. Mitchell has opened a new implement business at Macoun, while Vaughan and Davenport have commenced a harness business at the same center.

It is reported that B. H. Mackie, who carried on a retail implement business at Vista, has sold out his interests at that point to a dealer named J. E. Gourdeau.

W. L. Ellis, Arcola, has taken a partner into his implement business at that point, and the concern will in future do business under the heading of Ellis and Wright.

A. A. Nelson, formerly selling for the Minneapolis Threshing Machine Co., in Canada, has become associated with the sales force of that company in Minneapolis.

The firm of Hampton and Paine, Sedley, has sustained a change in management. H. M. Paine retires from the firm, which will in future be carried on by Mr. Hampton.

The firm of Boyd and Horning, retail implement dealers at Simpson, has been broken up by mutual consent. In the future Mr. Horning will control the concern alone.

W. T. Harvie, who carried on an implement and hardware business at Wynyard, has taken a partner into the business. In future the concern will be known as Harvie and Vause.

F. E. Spooner, formerly assistant manager of the Inter-

national Harvester branch house at Lethbridge, has assumed the management of that branch of the Harvester organization.

L. C. Stevenson has been appointed assistant manager of the Studebaker branch house at Minneapolis, Minn. He was formerly a manager in the sales department of the branch.

Mingle Bros. is the name of a hardware and implement concern at Broomhead. They are evidently out to serve that community whether the individual is dead or alive, as they have added undertaking to their business.

H. Boulding has discontinued the retail implement business at Rouleau which he has carried on for some time, while at the same center H. H. Tubman has sold out his harness business to a dealer named D. McInnes.

H. F. Anderson, manager of the Tudhope-Anderson Company, Winnipeg, accompanied by Mrs. Anderson, recently left for Victoria, B.C., where he will take a month's vacation. We hope to see him back at his desk renewed and benefited in health.

W. J. Duncan has taken over the implement business at Rhein formerly carried on by A. Weinmeister. From the names we must conclude that a Scot has made a successful movement towards the "Rhine." We wish him every success, anyway.

G. Lane has closed down the implement warehouse he formerly carried on at McTaggart. In the same town John H. Pope has commenced a new implement stand, and A. D. Ward a harness supply and repair concern.

Finley P. Mount, the Minneapolis receiver for the M. Rumely Co., has officially announced the removal, through motives of economy of the executive offices of the company to LaPorte, Ind., from Chicago, and the offices are hereafter to be located in LaPorte.

H. W. Putnam, ninety years of age, philanthropist and inventor of barbed wire, also improver of horseshoe nail-making processes, died recently at San Diego, Cal. He was one of the wealthiest men in Southern California, and was one of the builders of the elevated railroad system in Brooklyn, N.Y.

Henry S. Lord, assistant treasurer of the Moline Plow Co., Moline, Ill., has been appointed special European representative of that company. Mr. Lord will spend some time in Michigan before proceeding to Southern France. Mrs. Lord and two children will follow him at a later date.

John H. Housser, a director and

secretary of the Massey-Harris Co., Toronto, who died in that city on November 22 last, left estate valued at \$159,259, the bulk of which goes to his wife. Each of his three children receives fifty shares of stock in the company with which the deceased gentleman was so long connected.

Humphrey and Potts, who carry a retail implement business at Waldeck have taken over the retail implement store at Rush Lake formerly managed by John R. Klassen. This concern will carry at both centers a full line of farm implements, including the well-known Massey-Harris goods, the Waterloo line, Sawyer-Massey threshing machinery, McLaughlin vehicles and the Gray-Campbell line. A. C. Potts will have charge of the Rush Lake branch.

C. E. Wells has been appointed manager of the John Deere Plow Company of Baltimore, Md. He will be transferred from the John Deere Plow Company of Dallas, Tex., where he has been assistant manager for the last ten years, taking charge of the Baltimore house on March 1. Mr. Wells is well known to the implement trade, as he has been with the Deere house in Dallas since 1899. In fact, his entire business life has been spent with the Deere organization.

Fred J. Savage, manager of the John Deere Plow Co., at Bloomington, Ill., recently finished forty years of continuous service with Deere and Co. Starting as a boy in the plow factory he advanced rapidly, being in turn salesman, blockman, general traveller and foreign representative. For many years he was sales manager for Deere and Co., filling the post with conspicuous ability. At the end of his four decades of service the employees presented him with a silver water pitcher, suitably engraved.

Cyrus McCormick III., son of the president of the I.H.C., and grandson of the inventor of the McCormick reaper, will become connected with the Wichita general agency of the I.H.C. about April first. For a few months Mr. McCormick has been hard at work at the Madison, Wis., branch, learning the machine business from the ground up. On February 13 he got married in Chicago, and will take his bride south to Wichita, where he will continue his work with the selling organization of the company preparatory to entering the general offices at Chicago.

Babies are smart. You never hear one repeat the nonsensical things women say to them.

Changes in Staff, Ontario Wind Engine and Pump Co.

Considerable changes are announced in the Western staff of the Ontario Wind Engine and Pump Co. L. P. Winslow, who has been western manager of the company for the past eighteen months, with headquarters at Winnipeg, has resigned, and in future the position of Western manager is to be abolished. This follows on the decision of the company to largely take care of the Western executive work from the Toronto home office.

Mr. Winslow was transferred from Calgary to Winnipeg after having charge of the Calgary branch of the company for some three and a half years.

D. C. Thom, who was sales manager of the Winnipeg office is transferred to fill the same position at the Calgary branch. George W. Hagel, formerly accountant of the Calgary branch, will take charge of the collection department in that city.

C. M. Martyn has been appointed local manager of the Winnipeg branch, while O. S. Chapman has been reinstated as sales manager at Winnipeg.

Cockshutt Plant Busy

The Cockshutt Plow Co., Brantford, Ont., has now about 400 men working in their factories, the men working five days, and ten hours daily. The reason for renewed activity is said to be the manufacture of goods for the Ontario spring trade.

Different Sowing Methods

In the trade press there has recently been considerable publicity given to the idea of sowing wheat in rows three inches apart, as is the practice in Europe. In fact, it has been stated that the European farmer uses drills which open furrows less than three inches apart, but, as a prominent seeding machine concern points out, the usual space is about four inches. In sowing, too much valuable land is wasted by using the 6, 7 or 8-inch drill—so upholders of the narrow-gauge furrow opine and asseverate. They claim that the bare spaces between the seed rows, on the American farm, waste moisture by allowing the sun to bake the surface. The wider furrow does not give the shade that the four-inch makes possible when the stalks shoot up.

Despite the controversy between different disciples of seed-

ing methods, there is something more behind the difference in yield than the mere fact of seeding. If Europe can grow 50 and 60 bushels of wheat to the acre, why can we not in Canada?

The reason lies in the preparatory work. The European farmer thoroughly prepares his soil. The ground is carefully plowed and harrowed and re-harrowed. All lumps are broken by land rollers. Disk drills are rarely used, a short shoe or coulter furrow opener being part of the design of the drill. Weights, instead of pressure springs, regulate the depth of sowing. The fertilizer is sown broadcast, being worked into the soil well in advance of seeding, and only the best seed is used, and seed which has been thoroughly graded.

On our raw, rich virgin soil we should be able to duplicate European yields, but not so long as men sow upon the top of disked stubble. Exact preparation of the soil, crop rotation, intensive fertilization, the sowing of perfect heavy weight seed, absolutely free from impurities, attention to these factors would do much towards making our average yields

look less infantile compared with those attained in Europe.

Selling by Comparison

A dealer found himself up against the stone wall of price. He was selling a high grade line of engines worth every cent he asked for them but the fine illustrations, exaggerated claims and alluring descriptions found in the catalogs of the mail order houses made it hard for him to compete.

So once he took the bull by the horns and sent away for the smallest engine listed in the catalog. When it arrived he set it up in the back of the store and made a very thorough examination of it, says Hardware Trade. He took it apart so as to get at the inside. That ended it; his competition troubles ceased to bother him.

Whenever a prospect kicked about the price of his line of engines, the dealer took him into the back of the store and showed him the engine he had bought from the mail order house. He pointed out the weak spots of that machine in comparison with the strong points of his own and it was seldom indeed that he could

not make the sale of his high grade engine at the full price.

True, the mail order engine cost him some money but it made so many sales for him and had such a strong effect on his customers that he figures himself well repaid and claims that the money spent for this mail order engine was one of the best investments he ever made.

Business Opportunities

Treasurer


Large Manufacturing Corporation, established 1850, location Canada, has a vacancy for a highly efficient business man as Secretary and Treasurer. Party must be able to invest at least \$5,000 cash, and give best of references as to ability and character. Contract with good salary guaranteed to right party. Investment absolutely secured. Answer in full or no attention paid.

Sales Manager

A Canadian Farming Implement Mfg. Corporation has an opening for an experienced sales manager (preferably with experience in above line) to take full charge of sales department. Attractive salary and commission contract guaranteed to right party. \$2,500 cash investment, and A-1 references required. This is a high grade proposition for a high grade man. Correspondence treated as strictly confidential.

Address enquiries to

**BOX B,
Canadian Farm Implements
Winnipeg, Manitoba.**



Famous "OLD TRUSTY"
and "LINCOLN"

Incubators and Brooders

The best Hatching Machines on earth. Write for Catalogue and Prices to Exclusive Selling Agents for Canada—

CUSHMAN MOTOR WORKS OF CANADA LTD.
Builders of Light-Weight, High Grade Gasoline Engines for all Farm Power Work

289 PRINCESS STREET WINNIPEG, MAN.

YOUR ORDERS

For Buggy Shafts and Poles, in Green, Black and Carmine; Wagon Doubletree Sets; Hitches; Equalizers, Ironed and Painted; Wagon Reaches; Finished Wagon Tongues; Finished Plow Shares; Binder and Mower Parts, etc., will all have

OUR PROMPT ATTENTION

and the quality and service we render you will make you permanent buyers of the Ackland Line

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THE
BEST
PLACE

D. Ackland & Son, Limited.

Calgary
Edmonton

TRADE
MARK

65-68 Higgins Ave.
Winnipeg

THE
BEST
GOODS

Alberta Notes

J. J. Wood, collection manager for the Cockshutt Plow Co., spent a few days in Edmonton during February, attending the I.O.O.F. convention being held there.

The regular monthly meeting of the Alberta Wholesale Implement and Carriage Dealers' Association was held as usual at the Commercial Club on the first Saturday in March.

L. E. Glover, acting manager at Calgary for the Cockshutt Plow Co. accompanied by H. Pickles from the Edmonton office, spent a few days in Winnipeg during February with the western general manager, completing plans for the 1915 campaign.

P. A. Scott, who has been connected with the implement and thresher business in Western Canada for a considerable number of years, has severed his connection with it to take charge of the organization of the threshermen of the three Western, or prairie provinces. Application has been made for a charter and the head offices of the organization will be at Regina, with branches in Winnipeg and Calgary.

J. A. Blair, Alberta manager for the M. Rumely Co., during the past two years, severed his connection with that company at the end of February when the general

offices of the concern were transferred to Regina, leaving only the collection and shipping departments here for the time being. Mr. Blair has not yet completed his plans for the future, but we hope to see him stay in Alberta and in the implement business.

T. R. Scott, western general manager for the Goold, Shapley and Muir Co., spent ten days during February at the head offices of his company at Brantford, and while there completed his plans of organization for 1915. Mr. Scott was accompanied by Mrs. Scott, who visited Ottawa and other eastern cities while he was busy at Brantford. They also spent a couple of days in Winnipeg on their return trip, where Mr. Scott unfortunately was taken ill, and on his return to Calgary was confined to his bed for some time. We are pleased to report, however, that he is now sufficiently recovered to attend to his business duties.

The implement hockey league finished their season recently with the combination team of Massey-Harris-Ontario Wind Engine, as champions and winners of the cup donated last season by Canadian-Fairbanks and won the first year by Cockshutt Plow Co. team. With the idea of developing a faster brand of hockey this season, the staffs of two implement concerns joined forces in each

case, and from the combined team, a picked team was chosen to play in the league games. The following were the teams as constituted:

John Deere Plow Co.—M. Rumely Co.

Cockshutt Plow Co.—Canadian Fairbanks Co.

Massey Harris Co.—Ont. Wind Engine Co.

Some very fast hockey was produced, and while the Cockshutt-Fairbanks combination did not win a game—the other two teams were very evenly matched; each winning six games in the schedule and being obliged to play an extra game to decide the championship, which as mentioned above was won by the Massey-Harris—Ont. Wind Engine combination after a strenuous fight.

Financial conditions in Alberta are exactly the same as they are throughout practically the entire continent, and as a result there is not a very great amount of money loose or moving—either in the implement business or any other. However, general conditions and crop prospects for the coming season are better than they have ever been in this province at this season of the year. To begin with, grain prices have been good ever since last harvest, and while there has been a portion of the

territory where crops were poor last season, and consequently no benefit obtained in those districts from the high prices—still the proportion of more fortunate farmers was fairly good, while a few who held their grain until recently have been unusually fortunate owing to the high prices caused by the European war. There was an unusually large amount of fall plowing done last season, and weather conditions since have been almost ideal, with plenty of moisture and lots of snow still on the ground.

As a result of these extremely favorable conditions, and with the further incentive of practically the certainty of unusual high prices for grain for some considerable time; there is every indication that a record crop will be sown in this province this year.

The Government, too—both Provincial and Dominion—are taking an unusual interest in the farmers and crop conditions this year, urging the farmers to put forth every effort and sow as large an acreage as possible, emphasizing the many advantages of doing so, and particularly urging the importance of more intelligent and scientific farming; having several prominent agriculturists give lectures and classes along these lines at convenient centres, so that as a result of all this we are looking forward to 1915 proving the banner year for this province, and a successful one from a financial, and every other point of view.

More Trouble

A recent press report states that a coffee planter in Brazil has successfully trained about thirty apes so that they make quite efficient pickers in the coffee plantations.

This seems to be the last straw on the back of organized labor. What will the I.W.W. organization say to this new access to simian competition in the ranks of labor? There seems nothing for it but to appoint a Brazilian chimpanzee as an organizer of Branch No. 1, Local A, of the Federation of Apish Pickers!

GET YOUR FARM HOME
From the CANADIAN PACIFIC

An immense area of the most fertile land in Western Canada for sale at low prices and easy terms, ranging from \$11.00 to \$30.00 for farm lands with ample rainfall—irrigated lands from \$35.00. Terms—One-Twentieth down, balance within twenty years. In irrigation districts, loan for farm buildings, etc., up to \$2,000, also repayable in twenty years—interest only 6 per cent. Here is your opportunity to increase your farm holdings by getting adjoining land, or secure your friends as neighbors.

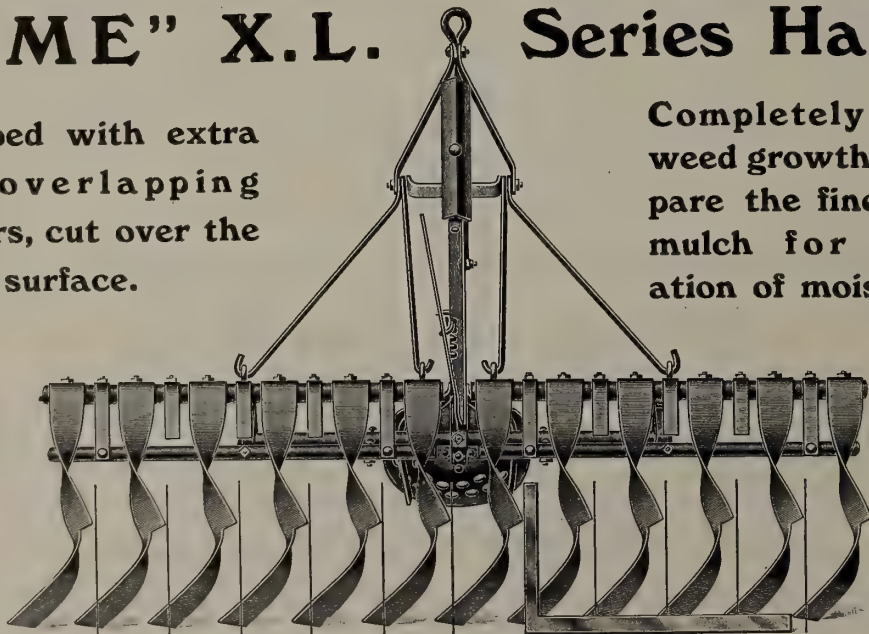
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"ACME" X.L. Series Harrows

Equipped with extra long, overlapping coulters, cut over the entire surface.

Completely cutout weed growth and prepare the fine surface mulch for conservation of moisture.



Bottom view showing overlapping coulters

YOUR LEADER FOR 1915

Sell the Harrow with the great record—World's prize wheat in 1913.

125 Bushels of Corn to the acre.

107 Bushels of Oats to the acre.

Our advertisements are now running in the farm papers covering your territory. Why not get your share of the "ACME" business this spring?

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MANUFACTURED BY:

307 Division Avenue, Millington, N.J.

JOHN DEERE ENGINE PLOWS

JOHN DEERE
MOLINE, ILL.
THE TRADE MARK OF QUALITY
MADE FARMERS BY GOOD IMPLEMENTS



The Plows that the Farmers Prefer

There will be more plowing done in 1915 than any previous year—consequently more plows will be purchased. Your share of the plow trade for 1915 will depend on the make of plows you are selling. By following the line of least resistance, and selling the plows that are the most popular with the farmers—THE JOHN DEERE LINE—your plow trade will not be disappointing.

Farmers will not keep on buying any implement that does not give them good service and satisfaction. It is the implement that will give the best service for the greatest length of time that is in demand and most extensively sold.

This explains why there are more John Deere Plows in use than any other type. Because farmers get more out of them—A longer and better service — Better satisfaction — Bigger returns from their investments.

Some Superior Features

GIVE SATISFACTION

Satisfaction is what your customers are willing to pay for in buying an engine plow.

The essentials of engine plow satisfaction are strength, durability, ease of management and good work. John Deere Engine Plows have all of these qualities.

STRONG AND DURABLE

This is because of the high-grade material used. Frames are structural steel, hot riveted and properly braced to stand any strain. Beams, bottoms and other parts are correspondingly substantial.

QUICK DETACHABLE SHARES

John Deere Engine Plows are equipped with quick detachable shares. The only plows with this labor and time-saving improvement. A big item when work is pressing and a feature that will appeal to every farmer.

EASILY MANAGED

One man can handle any size John Deere Engine Plow because bottoms are attached in pairs—one pair to a lever—and levers are arranged so they are easily operated from platform.

The implements that give your customers the longest service and best satisfaction are the most profitable for the dealer to sell. The best implements to buy are the most profitable to sell

John Deere Plow Co. Limited

Winnipeg
Calgary

Regina
Lethbridge

Saskatoon
Edmonton



The Dealer and the Panama-Pacific Exposition

The interest of the retail implement, vehicle and hardware dealer, from a business standpoint, in the Panama-Pacific International Exposition now being held, is not unlike that of the manufacturer, but is less direct. Both are interested in extending the market for goods.

The manufacturer places his products on exhibition that they may be seen not only by the retail dealer who will handle them, but by the people who will use them. The customer-consumer is thus created. And the retail dealer has the same interest as the manufacturer in stimulating a new buyer. His advantage lies in the fact that he receives the benefit without cost to the conduct of his own business. It follows that his commercial and personal endorsement of the means by which this is procured should be given, as well as his allegiance to the manufacture.

Multiplied thousands will pass along the streets and avenues within the great Exhibit Palaces attracted by the varied articles assembled and alert to the interests nearest their daily lives. Farmers from the interior Missis-

sippi Valley and from the vast stretches of the Canadian Northwest, from the great countries of South America, from Africa, and Australia, indeed from the round world, will behold, let us assume, implements, vehicles, and hardware, they have never seen before and will immediately relate them to their own uses. Requests, whether in our own or other countries, coming thereby to wholesaler and manufacturer show where a demand is springing up which may be supplied by the retailer. Conversely, retail dealers in attendance will be able not only to select new articles for the trades but will be able to discriminate as to those which will interest the farmers of their own localities. There is as much profit in buying as in selling, and the retail dealers from all countries and in all lines will learn at the Exposition where and what to buy.

It is interesting to note the extent to which these exhibits are operative at the Exposition as creators of new markets. In the Palace of Agriculture, Group 115 comprises **Agricultural Implements and Farm Machinery**, ar-

anged in seven classes as follows:

Class 555.—Implements, machines and appliances for agricultural preparation; machetes, axes, mattocks, grubbing hoes, spades, shovels, hand plows, etc.; walking plows, sulky plows, gang plows, etc.; rakes, rollers, harrows, clod crushers, etc.; stalk cutters, stalk rakes, stump pullers.

Class 556.—Implements, machines and appliances for seeding; corn planters, seed drills, cotton planters, grain drills, broadcast seeders, etc.

Class 557.—Implements, machines and appliances for cultivation; hoes, cultivators, riding cultivators, cultivators propelled by steam or electricity; manure spreaders.

Class 558.—Implements, machines and appliances for harvesting: Sickles, scythes, grain cradles, reapers, headers, mowers, corn harvesters, potato diggers, combined reapers and threshers propelled by animals, by steam or by electricity; machines and implements for threshing and cleaning, fanning mills, threshers and separators, clover hullers, corn shellers, threshers and separators with stationary or traction engines; wind stackers; fodder shock compressors, bunchers, etc.

Class 559.—Miscellaneous: Feed cutters, feed grinders, cider mills, machines for ginning and baling cotton, hay baling machinery; horse clipping machines; sheep shearing machines; windmills, tanks, pumps and other water lifting apparatus for agricultural uses; machines for use on farms for grinding, weighing, etc.

Class 560.—Portable agricultural power generating machines; engines, horse powers, agricultural machinery moved by animals, water, air, or electricity.

Class 561.—Apparatus for preparing food for animals. Stock foods.

In the Department of Transportation we find carriages and

wheelwrights work, automobiles and cycles, comprising pleasure and public carriages, carts and wagons of every type, motor driven vehicles, motor-cycles, automobiles, in fact every item that goes on wheels. A hardware and woodenware section of great proportions displays all the adaptations of hardware, etc., to domestic and vocational life. No retailer can know too much of the origin, manufacture, markets and use of the articles in which he deals, and at the Panama-Pacific he will assuredly have countless object lessons from which may be drawn many of the vital truths of trade.

In the Palace of Agriculture at the Panama-Pacific, the area devoted to exhibits is 228,500 square feet. Of this space already over 81,000 square feet are occupied by the exhibits of implement manufacturers. Herewith we give a partial list of the exhibitors of implements and machinery:

American Seeding Machine Co., Richmond, Ind.; Associated Mfrs. Co., Waterloo, Ia.; Best Gas Traction Co., Oakland, Cal.; Bessemer Gas Engine Co., Grove City, Pa.; "Calf-Way" Milker Co., Chicago, Ill.; Champion Mfg. Co., Cedar Rapids, Ia.; Davis Milk Machine Co., Chicago, Ill.; De Laval Dairy Supply Co., New York; Electric Specialty Co., Salt Lake City, Utah; Farquhar & Co., York, Pa.; Fairbanks Morse Co., Chicago, Ill.; Frick Co., Waynesboro, Pa.; Grand Detour Plow Co., Dixon, Ill.; Harris Mfg. Co., Stockton, Cal.; Hog Motor Co., Minneapolis, Minn.; Hinman Milking Machine Co., Oneida, N. Y.; Holt Mfg. Co., Stockton, Cal.; International Harvester Co., Chicago, Ill.; Iowa Dairy Separator Co., Waterloo, Ia.; Iron-Clad Silo Co., Portland, Ore.; James Mfg. Co., Ft. Atkinson, Wis.; The Maytag Co., Newton, Ia.; Norwich Automatic Feeder Co., New London, Conn.; Omega Separator Co., Lansing, Mich.; Pacific Steel Fence Co., San Francisco, Cal.; Pittsburgh Steel Co., Pittsburgh, Pa.; Rock Island Mfg. Co., Rock Island, Ill.; Rotary Tractor Co., Los Angeles, Cal.; Sanders Plow Co., Chattanooga, Tenn.; Warner Lamp Co., Davenport, Ia.; Vermont Mach. Co., Bellows Falls, Vt.; Woods Bros. Silo Co., Lincoln, Neb.; South Bend Chilled Plow Co., So. Bend, Ind.

He who stops advertising should buy a casket.



Tell Your Customers

to beautify their homes by fencing the lawn and garden with Peerless Ornamental Fence.

YOUR success in the sale of fencing does not depend so much on your sales ability as on the fencing you sell. It's fence service—not price—that brings you customers. Ours is a fence of service—a fence of repeat orders. We have letters from dealers all over the Dominion substantiating these statements.

PEERLESS Ornamental Fencing

is made of strong, stiff, galvanized wire that will not sag. In addition to galvanizing, every strand is given a coating of zinc enamel paint, thus forming the best possible insurance against rust. Peerless Ornamental Fence is made in several styles. It's easy to erect, and holds its shape for years.

Send for free catalog. If interested, ask about our farm and poultry fencing. Agents nearly everywhere. Agents wanted in open territory.

The Banwell-Hoxie Wire Fence Co., Ltd.
Winnipeg, Man. — Hamilton, Ont.

BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:

346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

**C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.**

Your Binder Twine Business

Every dealer will admit that forethought is infinitely better than after thought. In the past it has too often been the case that a dealer awoke to the fact that the height of harvest was upon him, an unthought of demand for binder twine existed and the farmers were, as usual, clamoring for twine that they had refused to buy earlier in the season. The average farmer is somewhat chary in definitely saying how much twine he is likely to require, but one point he is invariably definite upon, and that it in blaming the implement dealer who has no stock to meet his requirements. It matters not whether he had vastly underestimated his requirements, the dealer is the man who gets blamed if he does not carry sufficient twine in stock to meet any possibility that may later appear. All of us are aware of the effort being made throughout Western Canada to "Increase Production." It is, of course, a job that not even a mathematical fiend would tackle to say definitely what the yield will be, or the possible amount of binder twine required. That depends largely upon climatic conditions, which no man can forecast. Yet all of us can remember times in past years when not a ball of twine was procurable—even with the

factories working night and day to supply the demand.

To avoid the possibility of such shortage every dealer can help conditions by doing his best to make known his minimum re-

There are many instances of dealers who curtailed orders on reports of unfavorable weather—only to later regret their action. By acting on the early order policy a dealer protects his twine busi-

Strength tests of twine can be arranged for customers by suspending weights from a height beside the implement warehouse. Cross warp the twine several times around a drum, cylinder or bar of metal, without knotting, and you will be surprised at the weight that the fiber will support.



A NINE THOUSAND POUND ORDER OF PLYMOUTH TWINE FOR THE S. G. DETCHEON FARM, DAVIDSON, SASK.,—SOLD BY PIONEER HARDWARE COMPANY

quirements as early in the season as possible. Upon this basis manufacturers can plan their production. While it is too early to make any prediction regarding the 1915 crop, every dealer ought to take home to himself, that fact, whether or not he happened to be short last season. It may be all very well to say:

"Well, I've never placed my full order until late spring and I've never got left yet."

This, however, protects no dealer from future possibilities, and men who have made that statement may yet "get left"—and left badly.

ness, and the wise farmer protects himself when he realizes that an early standing order is the safe course to pursue. Money can be made in the binder twine business, as can be seen by a photograph shown on this page, when a hardware concern in Davidson, Sask., sold 9,000 pounds of Plymouth Twine to one farmer in that vicinity.

The War and Wealth

Do you know that the war is aiding agriculture enormously?

Do you know that great industrial unemployment is threatened?

Do you wish to stay this unemployment, and, at once, lift Canada to prosperity—a prosperity which will be on a safer basis than ever?

Do you know that, commercially, the one great trouble with Canada to-day is that suddenly she can no longer borrow \$400,000,000 a year?

Do you know that this can be turned from an evil to a great advantage?

Suppose Canada increased her exports \$200,000,000 and cut her imports down \$200,000,000.

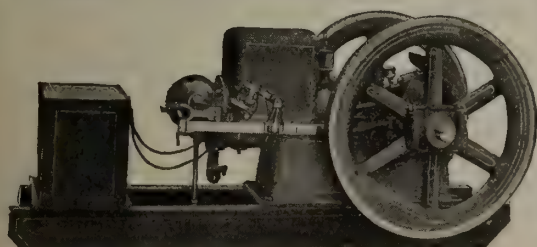
Wouldn't we have the \$400,000,000 capital—and no interest to pay on it through the future?

How shall we do this?

—Industrial Canada.

The reason a woman can get so thin worrying over her husband is he can get so fat letting her do it. More working at cross-purposes.

THE JUMBO LINE



HIGH-GRADE GASOLINE ENGINES

Made in 1½, 2½, 4½ and 6 Horse Power

The engines of the JUMBO LINE are especially designed for economical operation.

THE LITTLE JUMBO FEED MILL

Capacity 10 to 30 bushels per hour. Burr 6 inches. Weight 90 lbs. Size of pulley 6x4; other sizes to order. Construction throughout of steel and iron. Durable, efficient. Fine adjustment of burrs admits of grinding grain to any degree of fineness required.

Implement dealers should write today for full particulars and prices of the JUMBO LINE. It is a money-maker for agents.

Manufactured by Nelson Brothers Company Saginaw, Mich., U.S.A.

Western Canadian Jobbers

Tudhope-Anderson Co. Limited

Winnipeg

Regina

Saskatoon

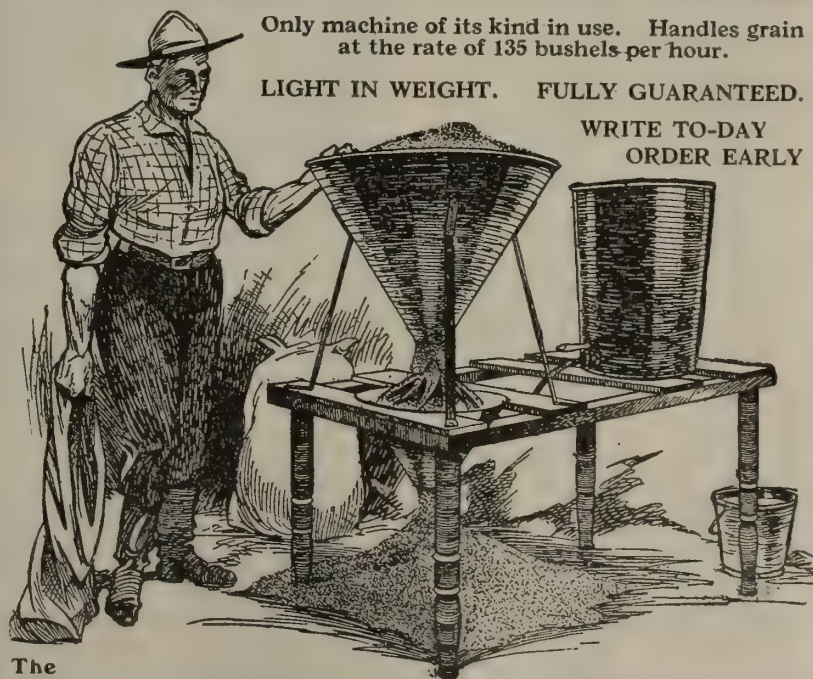
Calgary

The Pickler of Perfect Action

Only machine of its kind in use. Handles grain at the rate of 135 bushels per hour.

LIGHT IN WEIGHT. FULLY GUARANTEED.

WRITE TO-DAY
ORDER EARLY



The

FAMOUS STRATFORD AUTOMATIC SEED GRAIN PICKLER.

No power required. Every kernel treated. Requires less solution than any other Pickler. Liberal discount to the trade. Address:

THE MACDONALD THRESHER CO., LIMITED

P.O. Box 1296

Winnipeg, Man.

The International Harvester Exhibit at the Panama-Pacific Exposition

A large gathering recently witnessed the successful try-out of the first big operating exhibit to be installed at the Panama-Pacific International Exposition at San Francisco, that of the International Harvester Company of Chicago. Occupying a floor space of 26,660 square feet—nearly two-thirds of an acre—in the seven acre Palace of Agriculture, this immense exhibit of 165 different types of ultra-modern farm implements and machines, 100 of which were shown running at full blast, in itself is so extensive and varied as practically to constitute an agricultural exposition in itself.

From the big six-horse combined corn picker, which picks and husks corn and throws the ears into wagons, and the eight

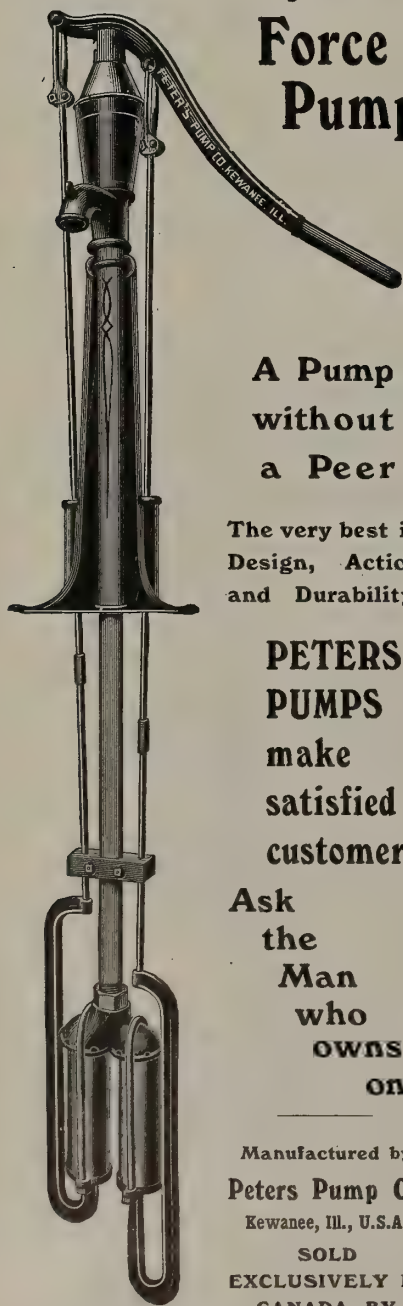
big wheat headers and binders, to the farm engines of 30 different types and the heavy tractor which pulls five reapers, were included all kinds of modern farm implements. All the machines at the Exposition were provided with electric or compressed air connec-

side the first crude and weather-worn specimens of reapers and mowers ever turned out by their inventor—Cyrus McCormick, dating from 1845 to 1859. In large glass cases are other relics of the evolution of the reaper, from the one-handed scythe of the Holy



Partial View of the I. H. C. Exhibit at the Panama-Pacific.

Peters Double Cylinder Force Pump



A Pump without a Peer

The very best in Design, Action and Durability.

PETERS PUMPS make satisfied customers

Ask the Man who OWNS one

Manufactured by Peters Pump Co. Kewanee, Ill., U.S.A. SOLD EXCLUSIVELY IN CANADA BY

Tudhope Anderson Co., Ltd. Winnipeg Regina Saskatoon Calgary Write nearest Branch House for Particulars

tions, and filled the big palace with the hum and whirr of a hundred titans, running full blast. For purposes of comparison, these steel and steam giants of the modern farm were lined up along-

Land and the old cradle and hand reaper, through the two dozen forms later taken by the horse-drawn reaper.

In the center of the exhibit is a large ornamental kiosk, with a revolving dome, around which are paintings showing the first reaper, the first operating models of the farm activities, with miniature farm machines, autos and horticultural devices in active operation. A feature of the exhibit is the wall display showing the human welfare activities of this company, which with 45,000 employees in its factories in five cities, maintains a long list of welfare activities. These include compensation for industrial accidents, an employee's benefit association, departments covering anti-tuberculosis, first aid, safety first, shop sanitation, etc.

In one section of the exhibit binder twine is being manufactured. Beginning with the growing Sisal plant, the fibre finally passes through the spinner. It is balled by a machine and the finished product tied into bands by an automatic binder attachment.

FRAZER AXLE GREASE.



Not affected by Heat or Cold. Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents, WINNIPEG, MANITOBA.



The 1915 Implement Blue Book

We recently received from the publishers, Midland Publishing Company, St. Louis, a copy of the 1915 Implement Blue Book. For ten years this has had an important niche in the farm implement business, and its scope is wide indeed; and the 1915 edition is, if anything, better than all previous numbers.

Lists are given, alphabetically arranged by name, showing under descriptive headings every farm implement, machine and farm tool, also covering gasoline engines, tractors, auto trucks, farm wagons and pleasure vehicles, made in the U.S. and Canada. An appendix shows the name, address, capitalization, organization, etc., of every manufacturer of the above lines, with the full line of each particular concern. Another appendix shows every branch house, jobbing house and transfer establishment in the U.S. and Canada, with the full line of goods each handles.

As a handy part of the dealers' library, the Blue Book is unexcelled, and its assistance in at once locating repair parts is of infinitely more value than the mere monetary cost of the book, which will be sent postpaid for \$1.20 forwarded the Midland Publishing Company, Midland Bldg., St. Louis, Mo.

Holt Co. Annual Meeting

The Holt Mfg. Co., Stockton, Cal., makers of the well-known caterpillar tractor, recently held their annual meeting. All members of the board and all of the officers were re-elected. W. Turnbull, Peoria, Ill., has been appointed chief engineer for the company, while the Canadian Holt Company, Calgary, Alberta, has re-elected P. S. Saunders as manager with headquarters at Calgary.

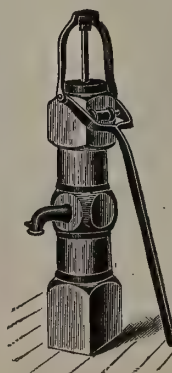
When the frost is on the pumpkin and the fodder is in the shock, it's then a man would like to place his wife's cold feet in hock.

Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order Brandon Pump & Windmill Works

Brandon Man.



The Adaptable Tractor

The main feature which impressed the onlooker at the tractor demonstration at Fremont, Neb., was the fact that every tractor had its place and was adapted to a farm of a certain size. The man with 80 to 160 acres has no use for a ten or twelve-bottom plow. The man with the 1,000 acre farm couldn't get along with the small tractor having a capacity for only two or three bottoms.

For crop yields plowing at the right time and in the right way is of vast importance. Fall plowing, as it is generally called, is done at a season of the year when weather conditions are not most favorable for using horses. It is generally hot; the flies are bad and the ground is often dry and hard to plow. The consequences often are that if the field is to be used for crops the next year, the plowing is not done in the fall, the weeds are not killed as they should be and the work in the spring is piled up. If the field is to be sown to fall wheat the plowing, and often the seeding, are delayed.

A very important matter is to have the plowing done to the right depth. In no way can this be done as well as by the use of the tractor. The tractor can pull the plow, the disk and the harrow at the same time, thereby conserving every bit of moisture possible. Plowing at the right time, to the right depth, and disking and harrowing at the right time are all important factors in the yield per acre and should be given more attention than is usually given them.

The farmer, in looking for a machine of any kind, is figuring on making a saving in his investment in labor, either for the man or the horse. Generally speaking, he can't afford to buy a machine that won't cut down his investment in one or both of these lines.

Good horses command a good price. The average grain belt farmer can't afford to invest the amount of money necessary to buy a tractor unless that machine can be used for other purposes than for plowing. He wants a machine that will take the place of his horses to such an extent that the number of horses required for his farming operations can be materially reduced. The small farmer wants a machine that will pull the plow, harrow, disk, cultivator, binder or mower, or haul the load of grain to town. This same machine he wants to use to furnish power to pump his water, shell his corn, grind his grain and run the pulleys for any

kind of small work he may have to do.

The manufacturer is meeting the demand of the farmer. It does not make any difference what size or general kind of tractor the farmer wants, he will be able to get it, and get it with efficiency in proportion to its size and the price he may want to pay.

A gas tractor not only effects a striking economy, but it multiplies the efficiency of every piece of machinery or implement on the farm not operated by human power. No agriculturist, worthy the name, will deny that the self-binder is a great invention, as are also the mowing machine, the disk and tooth harrow or the gang plow. The development of modern farming is due to all these implements, yet each is

limited in usefulness by the cost of the power required to operate it. Any of these implements attached to the powerful, quickly-moving and economically-operated gas tractor have a greatly-increased value over that possessed when only the more expensive and slower-moving horse traction is available.

The life of a horse is figured about 10,000 working hours, but his maintenance is several times that. The horse force must be kept 9,000 hours for every 1,000 hours of full service. One acre out of five under cultivation is required to produce the food for horses that supply the power to work the rest, a food product valued at \$1,250,000,000 per annum, or the total income of 2,000,000 families. The traction engine consumes nothing that

could be made into food for the human family in any more direct way than through the tractor. The traction engine can be worked to its full capacity every day in the year if there is work for it to do, without regard to excessive heat, flies or continuous hours.

Is it Economy?

To stop your "Ad," we would remark,

Is just like winking in the dark—
You may know what it means,
but gee!

Nobody else can ever see.

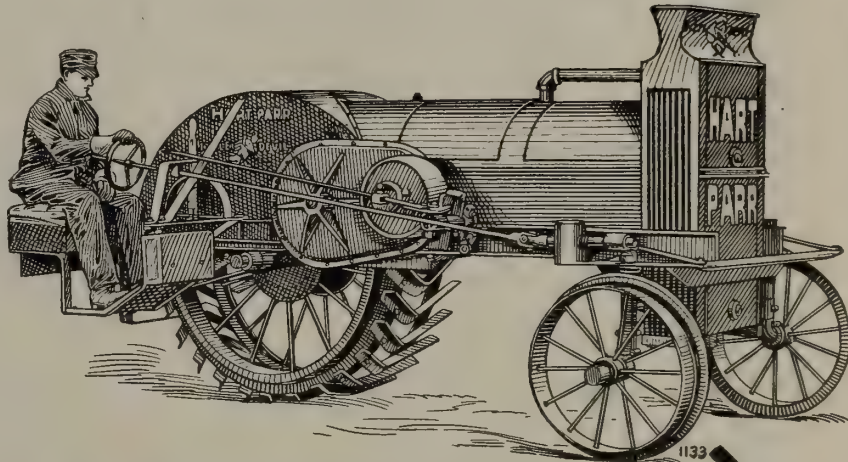
So do not for a moment think
That when you cut out printer's ink

You're saving money on the side;

'Tis merely business suicide.

This "Little Devil" will Help Your Business

The agency for the Hart-Parr "Little Devil" Oil Tractor will help your business in more ways than one. It will attract new trade, give you control of the small tractor business in your locality, increase the volume of your sales without displacing anything you now sell, pay you a splendid return on your selling effort and in every way be a big asset. Securing the agency for this small, practical, fast-selling tractor is a trade-building opportunity that no keen, wide-awake business man can afford to neglect. The



HART-PARR

"LITTLE DEVIL" TRACTOR

is the ONLY small real Oil Tractor in the world

In selling this tractor, you are merely supplying a demand. The demand for a thoroughly practical and reliable small tractor has been steadily growing year by year—and Hart-Parr Co., oil tractor specialists, and the pioneer oil tractor builders of America, have met this demand with the "Little Devil"—the tractor that takes the place of horses completely.

One man with the Hart-Parr "Little Devil" accomplishes the work of three or four teams—does any and all kinds of field work from early spring to late fall and can be kept busy grading roads, doing belt work, hauling, etc., every day throughout the year.

Surely, Mr. Dealer, you can see the trade-building, profit-making possibilities in a power outfit

such as the "Little Devil"—thoroughly practical, absolutely reliable, economical beyond our most sanguine hopes, and yet, sells at the price of three or four good horses—only \$1,045 f.o.b. Portage la Prairie, Manitoba. The "Little Devil's" quality, combined with its low cost, makes it the easiest-to-sell power outfit on the market. Compare the price with the price of a first class stationary engine of the same power.

When you learn all the facts, you'll surely want the agency for this big money maker. Write to-day for literature and name the territory you want reserved. Better yet, wire us to reserve the territory you want before your swift-moving competitor beats you to it. Write or wire to-day, by all means.

HART-PARR CO., Oil Tractor Specialists,

36 Main Street, Portage la Prairie, Man.

1622 8th Avenue, Regina, Sask.

The Chapin Co., 331 8th Avenue W., Calgary, Alta.

Why He Should Buy a Fanning Mill

While the majority of the customers of the average dealer have sense enough to recognize the value of seed cleaning machinery, there is always the man who will sow any kind of seed—usually anyhow.

Last year the Commission of Conservation found that less than two per cent of the thousand farmers visited last year followed any systematic method of seed cleaning and selection. In Eastern Canada you will find seed purchased which is only feed grain shipped from the West and sold as seed. This usually contains weed seeds, with the result that weeds are introduced into the farms of the East.

Seed selection is not a costly process. If the farmer will only save the best of his crop and then thoroughly clean that portion by assiduous use of the fanning mill, he will find that he need not pay out good money for seed no better than, and often inferior to, his own. The question of the quality of the seed sown rests upon the farmer himself, and the dealer has a wealth of argument at hand for the sale of all seed cleaning and grading machinery.

Any dealer knows that good, clean seed pays, whereas seed mixed with weed seeds and poor, shrunken kernels will have only one result—even on the best prepared soil. Sherman coined the famous phrase that, "War is Hell," and the Western farmer could well apply it to his efforts by changing the epigram to read, "Weeds are Hell."

Many of the worst weeds are getting beyond the control of farmers, and unless every effort is

made to eradicate them the increased production talked of will largely fail in the efforts made by agriculturists.

Back in 1910, one hundred farms were visited in each of the prairie provinces. On 100 per cent of the Manitoba farms, wild oats were found; in Saskatchewan, 71 per cent; and in Alberta 3 per cent reported wild oats. To prove that the wild oat weed and other weeds are travelling rapidly, let us look at the results of the 1914 Agricultural Survey. We give the province, type of weed and per cent reported of farms on which it exists, also per cent of increase.

Manitoba

Weed	Per cent Reported	Per cent Increase
Ball Mustard	59	24
Canada Thistle	95	91
Sow Thistle	44	33
Stinkweed	41	8
Wild Oats	95	80

Saskatchewan

Weed	Per cent Reported	Per cent Increase
Ball Mustard	55	52
Canada Thistle	26	21
Sow Thistle	3	3
Stinkweed	69	61
Wild Oats	59	56

Alberta

Weed	Per cent Reported	Per cent Increase
Ball Mustard	91	7
Canada Thistle	38	12
Sow Thistle
Stinkweed	68	6
Wild Oats	83	13

These figures speak for themselves. One point that dealers can do great service to customers by observing is to never fail to impress the importance of thoroughly cleaning all weed

seed taken into the district. In many areas the Government will have to supply seed to farmers, and with this enters a risk that farmers may not think about. This seed, procured from many and various sources, should be cleaned with the utmost care, since, by sowing it as received, without cleaning, the result may be to bring into many districts a fine and hardy set of weeds which were formerly unknown in that area.

What Weeds Can Do

Weeds can rob the soil of plant food and moisture, increasing the effect of drought and using the moisture which is usually so sorely needed in our Western soil. They crowd out the more useful plant, for they are, as a rule, hardier and more prolific. Wild grass and weeds will very quickly



Military Bridge made from "Peerless" Fencing.

exterminate alfalfa. Weeds cost your customers continual expense. They increase the cost of every operation, of harrowing, seeding, cultivating, cutting, binding, hauling and threshing—also of cleaning and marketing the produce. It costs as much per bushel for your customer to thresh useless weed seed as to thresh fine, clean grain. Our worst weeds may even prevent a farmer from following a crop rotation. Some weeds are poisonous to stock; others are injurious to farm products. Wild garlic and stinkweed taint milk; wild barley injures the mouth of the animal. Weedy stubble and summer-fallow are hot-beds for cut-worms, and the rust of small grains may pass the winter on grasses in a dirty stubble.

Does clean seed and thorough cultivation pay? The dealer can surely find an exhaustive series of selling arguments in this topic—arguments that will appeal to even the most careless of his customers.

When a girl has a real pair of props and a swell pair of silk stockings she has to overcome an awful temptation to get a pair of scissors and shorten her skirt about six inches.

Barbed Wire for War Use

A manufacturer of Kokomo, Ind., has been awarded a contract for furnishing one of the European armies with barb wire to be used in fortifications. This wire will have barbs more than an inch long wound on a one-eighth inch steel rod. The barbs are to be placed in seats of four, one-inch apart along the steel core, the points extending out at right angles. Barb wire entanglements have come into general use in the European war, especially for the front of entrenched positions.

Military Bridge Built of Fencing

In modern military engineering it is marvelous at times to note the ingenuity shown by engineering corps in building temporary bridges for transport purposes across ravines or streams. On this page we show an instance of this in the form of a photograph reproduction of a suspension bridge thrown across a deep ravine by the engineering corps of the Canadian

Militia. The bridge, which was erected near Kingston, Ont., is 110 feet long, with a width of 20 feet. It lies upon a base of Peerless fencing, the well known fencing made by the Banwell-Hoxie Co., of Hamilton, Ont. Close examination of the photograph reveals the principle of construction. Firstly the suspending web is drawn across the river, being anchored firmly at both ends. Upon this rests the upright struts and base supports, with cross tread beams, upon which are laid the beams upon which lie the planks that form the road bed. The bridge rises in the center so as to compensate for any weight sagging that may happen—the sides being composed of Banwell-Hoxie fencing attached to the hand rails.

This well known concern produce all types of "Peerless" fencing, suitable for every possible farm use—for either field or poultry fencing. Peerless fencing is made of strong, stiff galvanized wire, every strand being coated with zinc enamel paint that effectually prevents rust. Dealers should find Peerless fencing a paying line to handle and one that has a great demand in any farming community.

Hard work always counts.

THE OWENS Smut Cleaner and Pickling Machine

No Machine can equal them for treating Seed Grain. Made in two sizes. Sold on a positive guarantee to prevent Smut.

With high prices assured for grain next year, every farmer will realize the necessity of treating his seed grain so that he may have an increased yield of perfect quality grain.

Owens Smut Cleaners separate smut balls, wild oats, king heads and all light seeds from wheat, also wild oats and all light seed from barley. By them the farmer can get perfect results. The grain is thoroughly pickled and elevated into the wagon box, being dried by the drainage through elevator sieve. An automatic skimmer removes all impurities over a drainer-sieve at tail of machine, ejecting same, while wasting none of the pickling solution. Capacity 30 to 75 bushels per hour.

No. 3 machine handles 30 to 50 bushels per hour; No. 4, 50 to 75 bushels, accommodating either the small farmer or the large grain raiser. Strong construction, heavy timber; rustless solution tanks of 30 and 50 gallons capacity. The most economical machine you can sell, and backed by a positive guarantee. Write to-day for particulars and prices. Get the Agency for our Machines—It will mean Money for You.

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

289 Princess Street, Winnipeg

Your
Customers
want
this
Machine.



OLIVER PLOWS

Tractor and Horse Drawn

Have made a Great Deal of Money for Oliver Agents
Let them make Money for You in 1915



OLIVER Tractor Gang Plows have this distinctive feature—they are built up of small sections. These sections are made in four, five, and six-bottom sizes. They can be combined in gangs with any desired number of bottoms. These sections are not joined together rigidly, but are flexible, so that the Oliver tractor gang plow will follow the lay of the land no matter how rolling, and plow it all to an even depth.

Oliver sulky and gang plows are built with the same care and thoroughness as the tractor gangs, and also have many distinctive features. The center hitch, an exclusive Oliver feature, equalizes the pull on the horses, and enables them to walk four abreast, all walking on unplowed ground.



This is the precise moment in 1915 to connect yourself up with the famous old Oliver line of plows that has grown up with the old and the young Canadian farmers. After 60 years of satisfaction, when the modern farmer thinks plows, the name "Oliver" slips into his mind at the same time.



Send a line to-day to the nearest branch house and get the particulars regarding the Oliver agency.

International Harvester Company of Canada Ltd.

BRANCH HOUSES

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Hamilton, Ont.; Lethbridge, Alta.; London, Ont.; Montreal, Que.; North Battleford, Sask.; Ottawa, Ont.; Quebec, Que.; Regina, Sask.; St. John, N.B.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

These Machines are built at Hamilton, Ont.



Sturdiness, Performance, Comfort

THESE three things fit the Hupmobile particularly well for the farmers' use. All acknowledge that Hup quality is the best that can be built into an automobile. You have heard, no doubt, that breakage and serious repairs to Hupmobiles are remarkably few; that the Hup is always ready for service.

You have heard, too, of Hup pulling power and Hup economy—how the car balks at no road or grade, and how it costs less and runs farther on a gallon of gasoline and oil, and on a set of tires.

The Hup retains all the good features that have made earlier Hups famous and well-liked among farmers and merchants everywhere.

A five-passenger car with so much room in the back that two extra seats, optional at small cost, can be added without crowding.

Write for the new catalog and other literature, and the name of the nearest dealer, so that you can see the car.

FACTORY REPRESENTATIVES

Joseph Maw & Co., Limited
112 King St., cor. Bannatyne Winnipeg



THE BULLDOG WILD OAT SEPARATOR



Made to
Separate
Wild
Oats
from
Barley
and
Tame Oats
and
**DOES
IT**

MR. DEALER: Your customers want this machine, and you can make money selling it. Specially designed for taking Wild Oats out of Barley and Tame Oats.

Note the Construction: Hopper feeds the two upper rolls, made of corrugated, galvanized wire. These corrugations make the grain tumble on end; it can't slide sideways as on a flat sieve. The kernels stand erect, allowing the wild oats—which are thin berries—to go through the roll, the large, plump grain remains. Lower roll catches what the upper rolls may miss. Perfect separation is the result.

With this machine the farmer also has a perfect means of grading tame oats, removing mustard and wild oats, culling the fat, plump kernels for seed. Note the elevator and bagger. Strong construction throughout.

Write Today for Prices and Particulars of our Grain Cleaning Machinery

Twin City Separator Co. Ltd.
179 Bannatyne Avenue, E. WINNIPEG

Steel Buildings—Steel Granaries

WE are manufacturing in Winnipeg the best line of steel granaries in the market. Absolutely flax tight. Can be used all the year round, as our large size has an eight foot door so that when not in use as a granary it can be used as an implement shed, storehouse, garage, etc. It also has a movable partition, which will enable your customers to store grain in as large a space as desired, using the rest of the building as a storehouse. Built in three sizes:

Capacities: 650 Bushels; 1,150 Bushels, and 2,850 Bushels
Retail at less than the cost of lumber

PORTABLE GRAIN ELEVATOR

Our portable grain elevator is the best on the market. Runs by hand, on ball bearings. Will load from granary to wagon, or wagon to car, at the rate of 150 to 200 bushels per hour.

**We have prospects in your district NOW. Do you
want a money-making Contract?**

The Prairie Grain Tank Company

INDUSTRIAL BUREAU

WINNIPEG, MAN.

CANADIAN FARM IMPLEMENTS

VOL. XI., No. 4.

WINNIPEG, CANADA, APRIL, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
Per Copy, 10 cents.



UNION BANK OF CANADA

Established 1868

HEAD OFFICE WINNIPEG

Paid-up Capital.....\$ 5,000,000

Reserve Fund.....3,400,000

Total Assets, over.....80,000,000

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SPRING WAGON SEAT

Sells on sight. Takes up no box space. Slung low, giving perfect control of the team and protection from the wind. Made of the best materials. Light, strong, durable. Why not order your Wagon Boxes without seats, and let us quote you the prices for the best seat on the market. Write to-day—the price is right.

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WAWANESA, MAN.

For Every Wagon

That weary wagon trip out the home trail is a thing of the past when your customer sits on a Lloyd's Spring Wagon Seat. It fits any wagon or sleigh box, and the cost is as nothing compared with the comfort and convenience that follows its purchase.

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Going Home

Heider Eveners and Wagon Sets

Just What Your Customers Want



Special 4-horse Heider Gang, Sulky and Disc Plow Eveners

HEIDER EVENERS have been on the market for years. Farmers know them; you can sell them. The Heider special 4-horse plow eveners, as illustrated, works four horses abreast on gang, sulky or disc plow; one horse in furrow, three on unplowed ground. Perfect equalization of draft. We also supply 3, 5 and 6-horse Heider plow eveners, and 3-horse Heider wagon eveners. Write for full particulars and prices to-day.

THE WATSON LINE INCLUDES

Feed Cutters (seven styles)	Pulverizers	1½ H.P. Engines
Roller Crushers	Grain Grinders	Harrow Carts
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WE CARRY REPAIRS FOR

Moline Plows and Disk Harrows; Monitor Drills; Mandt Wagons and Trucks; "National" and "Mandt" Manure Spreaders; Adriance Binders, Mowers and Rakes. We also handle Janesville Plows, Disk Harrows, etc.

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for our
Latest
Catalog

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

We Help the Dealer to Sell

All our Literature to the Housewife advises
buying through you—Mr. Dealer

STOCK THE PASTIME—SALES WILL COME

The Pastime Washer runs easily because of an 18-pound flywheel, running on ball bearings immediately under the tub. The dealer can arrange demonstrations that will attract his customers; he can sell not only washers, but can greatly increase his engine sales. Our Power Machines—with swinging wringer—have hand power attachments. Engine trouble will not delay the washday operations. We guarantee the power washer for three years; guarantee covering both machine and wringer.

WRITE FOR FULL INFORMATION TO-DAY

The Maytag Company, Limited

WINNIPEG

MANITOBA



Maytag Power Washer with Swinging
Wringer
The Smallest engine will run it.



A child can
drive it.

The
"Pastime"
Hand Washer



Sell International Land Packers

WEST CANADA NEEDS THEM

WEST CANADA short seasons means spring plowing, and that means compacting the soil into the proper seed bed by land packer use. Small grains need shallow, mellow, compact, moist seed beds. The ground must be packed around the seed or it will not hold enough moisture for proper plant growth.

The thorough farmer knows that to get the proper seed bed and maximum crops he needs a land packer. These are some of the things that make it easy to sell him an **INTERNATIONAL**.

The International has four sets of high-quality, easy-oiling, steel bearings, which make it light in draft. Frame is solid and well braced. The packer is made with two flexible independent gangs. Wheels have removable bushings. A seat-shield protects the driver from the wheel rims.

The International Land Packer is made in two sizes, 16 and 22 wheels. Both can be equipped with a forecarriage at small additional cost.

Many International land packers will be sold to farmers in your vicinity. Why shouldn't you sell them? Write the nearest branch house for particulars.

International Harvester Company of Canada Ltd.

BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.



Canadian Airmotors

Increased Farm Production Means Increased Demand For Our Lines This Year—

Labor Saving and Power-producing Machinery on the Farm is now absolutely necessary to increased production.

HAVE you noticed the big advertising and educational campaign the Government is conducting among the farmers of Canada for the purpose of increasing our food supply this year?

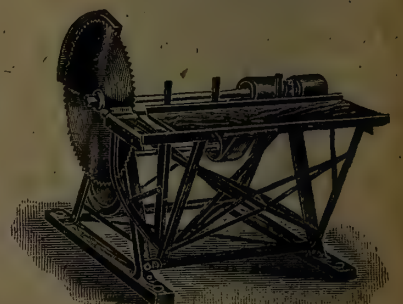
The Government is telling them just what to do in order to secure this increase and incidentally reap the benefit of high prices.

Link up your selling campaign among the farmers with this advertising campaign of the Government. You will soon feel the benefit in increased business.

The Farmer Knows Our Lines

He has recognised the high quality of our Windmills—the reliability and efficiency of our Gasoline Engines, Grinders, Litter Carriers—the simplicity and strength of our Cow Stalls and Stanchions. One or more of these is to be found on nearly every high class farm in the Dominion.

If you are interested in handling our lines, sign and send us in this coupon for full information about our agency.



- Chapman Gasoline Engines
- Chapman Barn Equipment
- Chapman Water Systems
- Saw Frames and Saws
- Chapman Well Drills
- Toronto Windmills
- Grinders
- Pumps



Your Opportunity Coupon

Please send me complete information about your agency offer and its money-making opportunities.

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ONTARIO WIND ENGINE & PUMP CO., LIMITED
TORONTO MONTREAL WINNIPEG CALGARY

JOHN DEERE

WHEEL PLOWS WITH QUICK DETACHABLE SHARES



UNSCREW ONE NUT—THAT'S ALL

Show a farmer something that will make hard work easy and you get his attention.

John Deere Sulky and Gang Plows have Quick Detachable Shares—an exclusive John Deere feature.

These shares are popular with farmers—they reduce to the minimum the time required to change shares.

Here are some advantages of John Deere Quick Detachable Shares:

- | | |
|-----------------------------------|---------------------------------|
| 1. No trouble to change shares. | 6. Resharpened or sprung shares |
| 2. Eighty per cent of time saved. | can be drawn into place—no |
| 3. No danger of damaging share. | drift punch necessary. |
| 4. Share is drawn up closer. | 7. No unequal strain on share. |
| 5. Share is stronger—not weak- | 8. No danger of injury to hands |
| ened by bolt holes. | in taking share off. |

These are a few good points—the farmer will see the advantages when he is shown a John Deere Sulky or Gang equipped with these shares.

John Deere Wheel Plows, known the country over as "Quality Plows," are now fitted with John Deere Quick Detachable Shares.

John Deere Plow Company, Limited

Winnipeg

Regina

Calgary



Cockshutt Manure Spreaders

The demand for Spreaders is increasing every day. Agricultural Colleges, Experimental Stations and prosperous farmers are advocating their use. Results have demonstrated their worth to Western farmers.

A Cockshutt Spreader distributes the load the way that saves all its fertilizing value—breaks it up into fine particles readily available as plant food, and scatters it evenly over a wider surface than most other machines. Covers all the space behind the wheels, so it is never necessary to run the wheels over ground that has been spread.

It spreads it in many different quantities per acre—by a mere shift of a lever. It can be used for light top dressing or for heavy fertilizing.

The body is low down—only 41" to the top of the box. It's child's play to load it from the pile, because there is no back-breaking lifting up to a high box.

This machine has plenty of clearance underneath. Wheels turn sharp and conveyor chains travel along angle supports beneath the frame so there is no danger of sticking the machine when going over rough ground.

Full information concerning any line of farm equipment will be cheerfully furnished. We offer you a FULL LINE of goods Made-in-Canada by Canadian workmen—you cannot buy better machinery anywhere—and our prices are right. Write our nearest branch TODAY for particulars

TRACTION BRUSH BREAKER

If you have scrub land in your district this plow will be welcomed by your customers. No ground is too rough or overgrown to stick it. It saves its cost many times over. Hitch it behind a tractor and it will plow any land over which the machine can be driven. It turns everything under with its wide 24" cut moldboard.

Ask our nearest branch office to show you illustrations of land that it has plowed. Then you'll be convinced that no claims you may make for it cannot be substantiated. It is of the heaviest practicable construction—reinforced at every point of possible strain. Get posted on it now and be ready for spring trade.

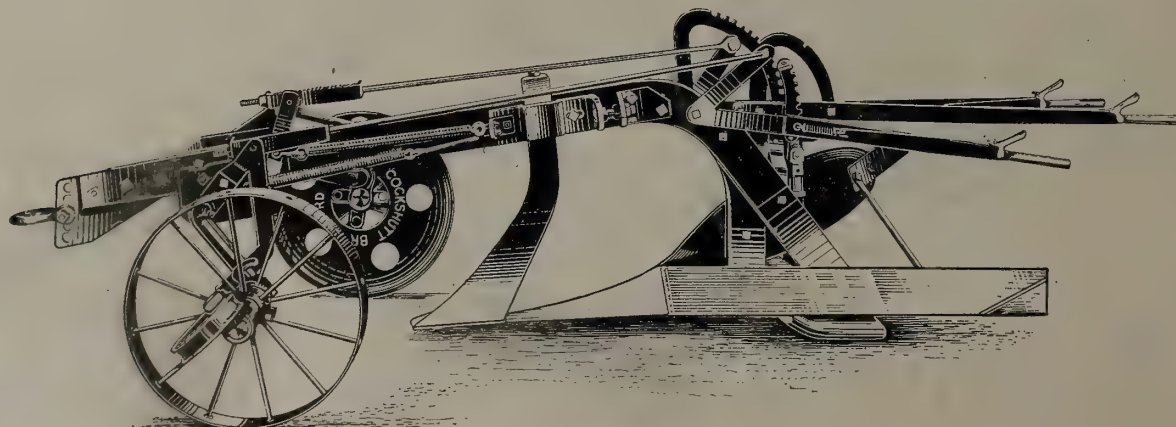
Cockshutt Plow Company, Limited

Winnipeg

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Saskatoon



CANADIAN FARM IMPLEMENTS

Vol. XI., No. 4

WINNIPEG, CANADA, APRIL, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
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Co-operative Buying *versus* the Country Merchant

The Fallacy of the Carload Illusion

By LUKE WEST

In both the farm and financial press there has been of late an outcrop of articles both pro and con the theory and practice of co-operative buying and selling. This is a feature that every retail implement dealer must confront, especially since the movement is assuming so significant proportions. Co-operation is an excellent thing—we all will admit that fact—but even the most laudable economic principle can have its insane features. Nowadays we realize that the minimum cost of production is not so important by any means as is the minimum cost of distribution. This fact has penetrated the brain of the farmer, who in this country is, of course, the principal ultimate consumer. He has had written for his benefit pseudo-economic declamations which assert in the most convincing manner that the agriculturist is being robbed by the system of archaic distribution which follows the cycle of factory - wholesaler - retailer - consumer. The aggrieved agriculturist, being at the tail-end of the cycle, has to support the world—as did the mythological Atlas.

The matter of distribution of their product is a topic that calls for thoughtful systematizing on the part of the allied cohorts of agriculture, but we will consider that side of the question which most closely affects the retail merchant in the country town and village—that of co-operative purchasing.

Those co-operative enthusiasts who jump mentally "from factory to farm" have points to consider that are usually evaded in their declamations against the "parasitic" retail merchant and those who supply him with goods. The marketing of an article is usually considered a negligible factor; the fact is not recognized that to advertise, demonstrate, experi-

ment with and successfully place before the public any machine or commodity must inevitably add to its prime cost.

The Farmers' Co-operative Store

In co-operative purchasing it is becoming generally acknowledged that the farmers' co-operative store has not been an entire success. In fact the field of business is littered with the wrecks of co-operative stores. In the starting of such a project, the farmer-stockholder had usually an arrangement that promised him something in the shape of rebates on the goods he purchased or actual dividends on money invested. He usually forgot the fact that while a co-operative society may eliminate that which goes under the name of "excessive profits," it does not in any way eliminate the necessity for a business manager; nor does it do away with the costly feature called "overhead expense." Even in the most enthusiastic body of organized agriculturists, we have never seen a man who would donate his services freely as manager for the co-operative store in his district. To get a good man requires a decent salary, consequently in perfecting their organization on co-operative lines the farmers learned that there were a few facts in commercial methods that they did not know. They learned by sad experience that it is easy to underestimate the cost of carrying on a retail business—also to greatly over-estimate the savings that could be effected by purchasing through this system.

Concerning the Carload System

In a recent issue of a western financial journal, the development of co-operative buying and selling in Western Canada was very ably outlined by a writer connected with the organ of various farming associations. He de-

scribed how, at first, local associations decided to go past the middleman by clubbing their orders and purchasing their binder twine in carload lots from the manufacturer—"thus saving," says the writer, "the two or three cents a pound profit which the local hardware man or machine agent had been making."

That the movement has spread every implement dealer is aware. Nowadays, flour and feed, fence wire, groceries and gasoline, coal and farm implements are handled direct from the car by the purchasers. This writer explained the system of settlement; how purchases are usually made either for cash or with draft attached to bill of lading. On the arrival of the goods, the local secretary, "or some other member," meets the draft out of his personal funds, or arranges a loan at the bank. He then collects from the purchasers as they take their portion from the car, or as soon afterwards as possible. It is stated that "occasionally there is trouble," through inability to pay by some purchasers, shortage in shipment or some other cause.

Personally, we feel sorry for this secretary or individual who, without a cent of recompense, risks his personal funds and wastes time that might be profitably employed on his land. We assume that he has to wait by the car doing the collecting until all the goods are removed—which must be no short time if the purchasers come from a distance. For goods unclaimed he must be responsible; in fact he is a community philanthropist in the highest degree but no reach of imagination can make him look a business farmer.

An Example of Co-operation

In the article alluded to, a co-operative society at Ingelow, Manitoba, is quoted as an ex-

ample of the excellence of co-operative purchasing. It is stated that this body purchased goods in one year (1913) to the value of \$5,768, the purchases covering coal, fence posts, fruit, binder twine, flour and feed. "Compared with local prices," says the writer, "these shipments saved the community altogether \$968.70." On twine alone \$531.10 was saved. This association had 50 members; and in that year paid 8 per cent on the capital invested and 6½ per cent on purchases—"the goods that were sold being generally about half way between cost price and the price similar goods were being sold for in local stores."

This means that the individual, as we take it, who collected the orders, forwarded them to the source of supply, risked his money in payment for them, and spent time in their distribution, did not get one cent for his trouble, although he saved his fellow farmers \$968.70, or roughly 16 per cent of the value of their total purchases. From a business standpoint, he worked for that 16 per cent just as any retailer might have done. Had there been a local warehouse, we assume that he would have had to transfer the goods from the cars to the shed—also free of charge. It is magnificent, as an instance of the brotherhood of man; as business it is scarcely an indication of personal acuteness.

It may be claimed that the 16 per cent would have gone into the pockets of the local retail parasites. Even so, what would the retailer have to do to take this legitimate profit? He ordered the goods and paid for them, transferred them from the cars to his store and held them for the convenience of his community. Whether he lost by bad stock or depreciation in value did not con-

cern his customers. Mice might have eaten the flour and worms the fence posts. Stock might have to accumulate at a loss—but it had to be carried. When he sold the goods he may have been asked to extend credit while the co-operative purchaser paid cash with order. He (the storekeeper) had to pay his own salary as manager of the store, and had to pay salesmen or clerks; had rent and interest charges to pay, and also had local delivery charges to bear.

The U. S. Department of Agriculture, in talking of community co-operation, says: "A misinterpretation of experience is found in the claim to large savings made by a group of people who order a large bill of goods at wholesale rates, go to the station after them and do their own delivery and storing. It is readily seen that though they may save something on the price of the goods thus ordered they are not getting the same service as is given by the local store."

In a recent issue of the "Nor'-West Farmer," (March 20), under the heading of "Correspondence," a writer located at Chamberlain, Sask., says: "In fairness to the co-operative wave which now spreads steadily over this country, it should be stated that the reason for the movement is the outrageous spread between prices.

. . . If the local merchant would give us goods at a fair price. . . you might be sure farmers would not spend the time they do in working up schemes in competition. . . I know one merchant in a village of less than 200 inhabitants who made \$30,000 in 3 years, and he had competition in every branch."

We quote this statement for what it is worth, but after 32 years spent in travelling from end to end of the Canadian West, we have never met a small town retailer who cleared \$10,000 a year, nor yet one who cleared half that amount—and we question his existence. Yet many farmers will believe such an assertion. When one looks over the appalling list of failures of retail businesses, as steadily listed by Bradstreets or Duns, one must admit that the \$10,000 retailer is indeed a rare bird upon our Western prairies.

Co-operative Implement Purchases

The writer in the financial publication aforementioned stated that: "It is evident, however, that the co-operative movement has come to stay, and the purchasing power of the organized farmers is too big a factor to be disregarded. At any rate there are to-day a great many manufactur-

ers and wholesalers who are catering especially for the co-operative trade."

Very good. Let us look for a moment at the side which most concerns us, the farm implement business. Granting that farmers may buy certain commodities jointly at a saving, can they achieve the same result so far as implements are concerned. Beyond the setting up and expediting that must be done by someone—which we assume would be another unpaid job—there is another factor to be considered. All of the farmers in a given community do not require new machines of a similar type at precisely the same time. John Jones may require a new disc harrow, his neighbor to the east a plow, and his neighbor to the west neither—although he would like to order a binder, or possibly a buggy or wagon. The best order that could be arranged would call for a wide assortment of implements, possibly far beyond the scope of supply of those factories which supply the association with farm implements. Beyond this the freight charges on such an assortment would be very high. True, the catalog concerns sell a large assortment, but their prices are not affected by quantity. Only a little freight could be saved on a carload order from them. In a normal season making up a carload order of assorted implements, or even half a carload, the farmers, or their purchasing specialists at headquarters, would spend time that in value would be worth more than any saving effected by the advocates of co-operative buying. It is strange that men who would not think of following any unproven cultural method which had not been tried, would waste valuable time in arranging for the order of a variegated assortment of farm machines or would act as depot distributors for their district. They are obsessed by the theory of co-operative purchasing, and no theory has any standing until proven to be practical. Strange it is that men who show so much sense in their efforts on the land show so little as to possibly waste valuable time in saving their fellow agriculturists money on the purchase of farm supplies and equipment. Not only that, but every purchaser must go for his goods when they arrive so as to clear the car; while the retail store was open for them at any time they could conveniently visit the town or village.

A Contradiction in Publicity

Beyond the official organs of organized agriculture, the major-

ity of farm papers are sufficiently acute to realize that co-operative buying, especially of implements and machinery, offers little or no advantages to the purchaser. The editors of the farm press in general acknowledge that the service of the local merchant and implement dealer is a necessity to the farmer, and that any movement to handicap or ruin the local merchant is only detrimental to the farming community themselves.

A recent edition of the official organ of the grain growers of Western Canada was largely devoted to implement and machinery advertising. It, of course, advocates buying through the allied organizations, co-operating in the carload method of getting supplies.

In analyzing the advertisements in this issue, and there were practically thirty concerns advertising implements, machinery and equipment, we find that fifteen of the advertising concerns sell through dealers; fourteen are direct selling organizations—several being mail order—and one will sell any way that a sale can be consummated. The fifteen concerns who sell through the retailer have steadily marketed their goods on this basis, while some of the direct selling concerns also sell to the dealer, although their advertisements do not indicate that fact.

We must assume that co-operative buying means direct selling, consequently we cannot see why the exponents of co-operative buying should advocate that principle yet carry trade announcements that are directly antagonistic to their own interests, and presumably advantageous to their pet aversion—the local implement dealer. If this publication is absolutely honest in its policy that universal co-operative buying of farm equipment is advantageous to its readers, why carry advertisements that do not say that the goods are sold direct to the consumer? One large company in its advertisement even alluded to the service the dealer renders in setting up its product. This is surely not consistent with the policy of "down with the retailer and buy by the carload." Surely, since it allows the suggestion that the goods can be procured from the local agent or machine dealer, the publication itself doubts the ultimate effects of co-operative buying in the interests of the farmers it represents. Why promulgate a certain policy and deny it by suggesting other means of distribution than co-operative purchasing. It may be retaliated that every individual firm who advertised will sell direct if asked

to do so, but not for one moment can we believe such a statement, nor would these concerns do anything else but direct the purchaser to their nearest agent. We cannot believe the assertion that "a great many manufacturers and wholesalers are catering especially for the co-operative trade."

The Absorption of the Retail Merchant

The grain growers of Saskatchewan are stated to have saved \$75,000 by co-operative buying, while it is also said by their secretary that the people of that province have saved not less than \$300,000 as a result of the grain growers entering the business field. "It is realized," said this writer on co-operative purchasing and selling, "that with the progress of co-operation, the country storekeeper cannot continue in his present position. On the other hand the elimination of the local store would mean a loss of convenience to the community that it could ill afford. . . . it is believed that the ultimate solution will be through taking over the business of local merchants and employing them as managers."

We scarcely think that the local retailer will fall for this sop—even though his notes are collected for him. If the remuneration were on a par with that of the men who at present do the buying for locals, the retailer would prefer to struggle away as he is. There is a personal interest in the business of a man that incites him to push it. Would this be the case when domineered by the local shareholders who all would want their goods at the lowest possible price. We fancy the retailer would rather go under in glorious freedom. If we are to infer that the co-operative store will be managed by a former retailer who virtually donates his services, the idea is too idiotic to warrant comment. In a pamphlet, issued by the U.S. Dept. of Agriculture, T. N. Carver cites that one co-operative store did business very successfully by adding 3 per cent to the cost of goods to determine selling price. If so, it did not last long, or the employees worked more for love than lucre.

Co-operative Buying and the Community

In this propaganda to evade the "price domination of the local merchant," the co-operative enthusiasts usually evade the most obvious point in the whole argument—that of the effect upon the community. To evade the local merchant they buy co-operatively and save costs; they sell co-operatively and force the local merchant to lower his prices or get

out. For the goods purchased co-operatively cash is paid; goods bought at the local store are usually upon credit terms. We assume, from the systems outlined by its adherents, that the first principle in co-operative purchasing is that cash be paid on delivery. A most excellent business principle, and had it been conscientiously carried on in dealing with the local merchant, the cost of commodities in the West would have been less to-day than is the case. With cash, the merchant would have been able to pay for his goods and take his discounts; collection expenses and money lying out at interest would have been an unknown quantity. But, with co-operative purchasing, the retailer must reduce his stock—for co-operation is cutting his trade and making it still more of a credit business since so much money is being sent out of the community. It may be suggested that the retailer should sell co-operatively. How can he do so? The local grain growers' association may not be permanent, is possibly not incorporated. What is its financial responsibility worth to the retailer?

The Passing of the Small Town

Let us face the fact and cheerfully admit that every town in Western Canada primarily owes its existence to the surrounding farming community. Were every farmer to cease to trade at home, the town must soon cease to exist. If the apostles of the car-load order are to have their way, within fifteen years I can see a vast area of territory sweeping from Western Ontario to the Rockies, dotted with the weed-grown ruins of towns and villages that have gone under. Thriving towns and villages that were well have degenerated into mere flag stations, and the only outstanding feature against the far horizon will be the grim fortresses of co-operation—the elevators owned by grain growing associations. Here and there, far-severed, will exist a few distributing points—for the rest Western Canada will have evolved into the most isolated farming area on earth. This picture may be overdrawn, but it is no more a reach of imagination than are some of the statements levelled at manufacturers and retailers by the advocates of advanced co-operation.

Let that condition come to pass and where is the farmer to buy and sell? Co-operatively; through the organization, comes the unanimous reply. But, lacking a home town, he will buy at a higher price and sell at a lower, what ever may be said to the

contrary. His farm, along with others, will stand as a unit without any social or commercial center to serve it; it will be a place less desirable to live on; his children will more and more dislike farming and head for the cities. The community road system must cease to exist since available funds will be all thrown into the co-operative pot of agricultural commerce. The town that meant so much to the road system of the district has gone; all realty values will have fallen to rock bottom, and every farm will have depreciated in value.

Town and Country Interdependent

Country town and local community are interdependent. That fact no one denies. What helps one helps both. The local merchant has done, and will do, much to draw town and country closer together. In Iowa many small towns have boards of trade, composed of equal numbers of farmers and merchants, and these towns are patterns of progressiveness. Fairs, agricultural shows, lectures, debates, etc., all go to weld the two closer together. But, of course, the car-load germ is not so strong in wind and limb in Iowa as it is in Western Canada. The merchants of the Canadian West have done more for their districts than they get credit for. In this may be an Irishism, but it was "credit" that first helped the community to get on its feet financially. The

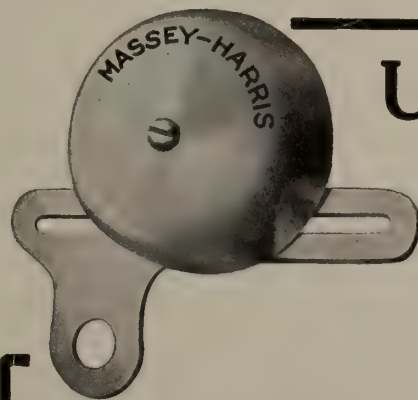
farmer has a man's size job all the time to increase his production and improve his methods of cultivation or live stock raising. We are still a long, long way behind many countries in our yield per acre of cereals, but these countries do not waste time and money in formulating schemes of economic improvement for mankind. Agriculturists have always been against the tyranny of trusts and corporations, yet this co-operative scheme is neither more nor less than a gigantic corporation to abolish the country town from the provincial map. Co-operation is an excellent thing, but it has its limitations. The sandal-shod Roman soldiers, in the dim and distant days before the Christian era, learned that the impact of marching troops would break a bridge. Consequently they broke step in crossing a bridge so as to save their ranks. Organized agriculture will very soon come to its economic bridge. The crossing is a matter that merits consideration.

The ultimate effect of the co-operative system can be easily foreseen so far as implements are concerned. Warehouses will be required by the organizers at every point; repairs will have to be carried; men in every district will have to be paid for experting; many details the co-operative interests do not think of will require attention. In the end, time and experience, those greatest of all teachers, will demonstrate in

the most comprehensible way, by dollars and cents, that the joint purchasing of farm supplies affords no saving to the purchasers. Any injury done to the retail merchant or retail implement man is only temporary, and a day will dawn when the community and country town will work together in harmony for their mutual prosperity. We shall have a nation of more healthy suburban dwellers; the economic dependence of our population will even more strongly lean upon agriculture; a greater farm outlet for our manufactures will exist and less unemployment will be evident in trade centers. Co-operative buying and selling will be a forgotten fallacy and the Golden Rule "to live and let live" will have taken its place.

Walt Mason, the poet-philosopher, perhaps hits better than any other the standpoint from which the farmer is too prone to look at every effort made by legitimate business interests. With his words we will conclude:

"If you cause a score of cities by your right of way to rise, where there formerly was nothing but rattlesnakes and flies; if when bringing kale to others you acquire a little kale, then you've surely robbed the people, and you ought a be in jail. If by planning and by toiling you have won some wealth and fame, it will make no odds how squarely you have played your little game; your success is proof sufficient that you are a public foe, you're a soulless malefactor, to the dump you ought to go; it's a crime for you to prosper where so many others fail! you have surely robbed the people and you OUGHT TO BE IN JAIL."



Uniform Separator Speed

Any Cream Separator is built to run at a certain definite speed in order to get the best results, and there is sure to be a big loss if not run at the correct speed.

Not one person in a hundred can maintain uniform speed without something to guide him, and nothing is so reliable and satisfactory for the purpose as a

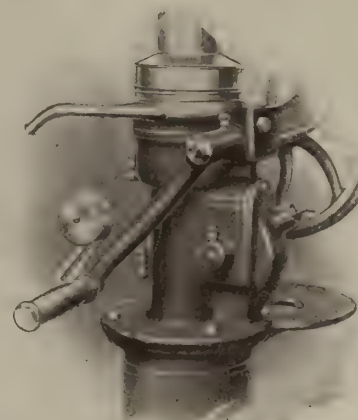
Massey-Harris Simple Speed Indicator

- Easily and quickly attached to any make of Cream Separator.
- Can be set for any speed and is absolutely accurate.
- Simple and substantial—nothing to get out of order.
- No dial or pointer to watch—the Bell rings if the Separator drops below the proper speed.

Free Circular tells all about it.

Massey-Harris Co., Limited.

Winnipeg, Regina, Saskatoon, Swift Current,
Yorkton, - Calgary, - Edmonton.



Speed and the Cream Separator

Guesswork is never good work, especially in arriving at the correct speed in driving a cream separator. The principle of centrifugal force applied to the design of the separator is more or less modified unless the crank of the machine is turned at a given speed at all times, and with an equal momentum at all points in its circular path. Every cream separator has marked upon it, or has given in the instructions that accompany the machine, the number of revolutions which the crank should make per minute. To have perfect separation, this speed must be maintained during the entire operation.

The majority of men—and women—who have had to drive a cream separator, will assert that they “know” just at what speed they must rotate the crank so that the right speed is attained. They, in effect, claim that they can instinctively detect what is a dynamic or mathematical deviation in the speed of a given moving body. Can any man say that a grindstone is revolving at the right speed simply by looking at it? No; but if he knows the

speed of his line shaft and the size of the pulley upon it, also the size of the pulley upon the spindle of the grindstone, he can, by a simple sum in multiplication and division, prove that the stone is making so many revolutions per minute.

In guessing the speed of a separator, it is almost impossible to guess rightly. A “guess” driven machine may vary all the way from 25 to 50 or 75 revolutions per minute. And the operator would swear he was at the right speed until you stood over him with a watch and counted the number of revolutions his hand made per minute.

What is the effect of a variation in speed in the cream separator from what it should be?

A series of careful experiments at an Experimental Station show the effect in the terms that should appeal most strongly to the dairy farmer—those of the dollar. A quantity of milk was divided into hundred pound lots and separated in individual quantities. One lot, separated at the correct speed, gave 4.22 lbs. of butter-fat, practically a perfect separation of fat

content. One lot, separated at 20 R.P.M. above the correct speed, gave much heavier cream, some of which was lost by sticking to the separator bowl and vessels. One lot, separated at the speed that the farmer usually turns—some 10 to 20 revolutions below the correct speed—gave 2.08 lbs. butter fat. Here is a direct loss of 2.14 lbs. of butter fat, a dead wastage of more than half, which was utterly unnecessary. With average cows, giving 3,500 lbs. of milk a year, and butter at 30 cents per pound, this would incur a dead loss of \$26.20 per cow per year, a loss of more than half the butter fat each cow produces.

On this same basis every farmer who is not running his cream separator at the correct speed is losing money annually. A cream separator must be run at a stated speed; if turned slower the result is that full separating force is not produced and the separation is imperfect. If the machine is run at a speed in excess of the proper number of revolutions, energy is wasted, the gearing and parts of the separator are worn needlessly, and butter fat is lost by the cream being so thick as to stick to the walls of the bowl and cream bucket.

With every cream separator that the dealer sells he ought to also sell a reliable speed indicator for ascertaining the correct speed. The Massey-Harris Co., of Toronto, have produced a mechanism of this type which has the excellent quality of simplicity. It consists of a bell mounted upon a bracket. The fixture can be attached in a few moments to any separator by unscrewing the nut of the crank handle, bolting the bell bracket in position between handle and nut. The indicator can be set for any desired speed, and is so accurate that it can be set so that the operator can turn the separator to exactly the correct speed as specified by the makers. This speed indicator, as we said, fits any make of separator with very little adjustment. With each revolution of the crank the bell rings. As the speed increases, the ringing becomes more and more faint, ceasing as soon as the correct speed is attained. Should the speed drop even a revolution below the proper rate, the bell at once begins to ring until the crank is speeded back to the proper number of revolutions per minute. This would seem to have solved the problem of running the separator at the proper speed, as there is no pointer or dial to watch, while a child can regulate the speed by the attachment to a separator of this simple mechanism.

Canvassing for Separator Business

Why do not more agents canvass for cream separator business? That pertinent query by A. D. Douglas in *De Laval Monthly* is one that merits the consideration of every implement dealer. Slipshod methods of canvassing are sure to result only in failure, and in any system of canvass that fails, a change may be all that is necessary to achieve success.

Let the agent who, from his meager experience, assumes there is no money in canvassing, make another effort, not like the last, but along new and different lines, says Mr. Douglas. It has been claimed that no man is worth more than a dollar and a half a day up to his collar, but that the use of that part of our anatomy above the collar is very valuable if used to evolve a better system, and by all means the agent should plan his work, keep a written list of prospects and a record of the progress made in an effort to effect sales. Canvass by stopping at each and every house. You will not, in every case, find a prospect, but quite frequently you will be directed to one. Do not fail to call on those using competing machines, as you will find many dissatisfied, and trades can be effected. After you have put forth an effort in this direction and appreciate the possibility, you will sell more machines than you thought possible.

It is often claimed that there is no money in cows, in chickens, in farming, and so on in almost every line of human endeavor, but in the same surroundings where such conditions exist we find others attaining the greatest measure of success in the particular lines referred to, and it is quite natural that when we fail or meet with indifferent success we attribute it to the business instead of ourselves or our methods.

The Value of Demonstration

In selling the cream separator, a great deal depends upon the dealer being a capable demonstrator. He must be a storage battery of convincing, indisputable facts, as J. L. Jones, of the International Harvester Co., ably points out in a recent talk on separator selling methods.

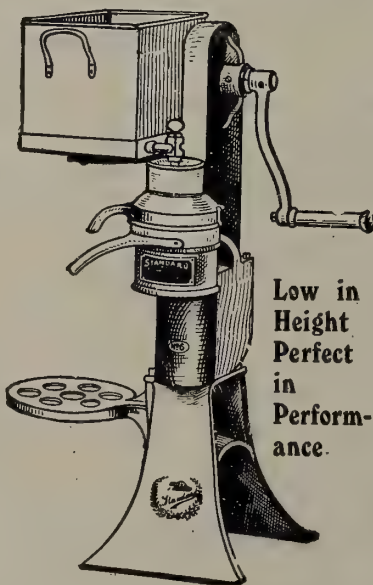
Within demonstration lies the hidden, wonderful power of success in salesmanship. It is the germ of action, the secret of thought and character, the converting of darkness and poverty into brightness and prosperity.

YOUR OPPORTUNITY

We are prepared to quote implement dealers exceptional prices on Cream Separators. We have on hand a large stock of the famous

Standard Cream Separators

Placing a very large order so as to get machines at a minimum price, we also had them on hand before the passing of the 7½ per cent war tax, which affects material embodied in cream separators. Consequently we are in a position to supply the trade at prices that will mean a nice profit for dealers who take advantage of this offer RIGHT NOW. The “Standard” is made in five sizes:



Capacities, 350 to 1,000 lbs. per hour

Standard Cream Separators are made by the Renfrew Machinery Co., Renfrew, Ont., and they are known all over Canada for their reliable, durable qualities. They skim by the disc system; the all-steel bowl is absolutely sanitary. They save labor, for the supply can is more than a foot lower than most other separators, yet the crankshaft is at just the right height for easy operation. Noiseless, smooth-running, helical gearing; all working parts enclosed. The “Standard” is unequalled for close skimming under all conditions. You cannot sell better separators and at the prices we quote you can meet any competition.

Don't Delay
Get our
Prices NOW
It will mean
money
for you

John Watson Mfg. Co.
—LIMITED—

311 Chambers Street, Winnipeg, Man.

It makes a man of one thought, one idea and one action into a man of influence, power and attraction.

Draw especial attention to the scientific principles of the bowl; the exclusive features of its construction; the important principle adopted in the construction of the milk spout; the oiling system, which is very high-class, simple and clearly correct. Compare this quick and easy way to skimming with the ladle, and washing and scalding and airing numerous crocks, pans, pails, etc., that must be done by hand separating—the way that all good mothers and grandmothers were forced to do who had the dairy product to handle. In the past so much time was consumed in the proper care of the product and when even a few hours of recreation were taken, the knowledge of having to do the same tiresome work in a few hours, detracted from the pleasure that should have been theirs.

The Law of Gravity in Business

Cream always did have a tendency to separate itself from the milk and rise to the top. The process goes on faster now because of the separator.

So it is with the trade. The best goods and the best dealers rise to the top together.

And they are rising faster and faster every year.

No merchant, in town or country stands still. There are only two kinds, those who are moving forward and those who are moving backward. If your competitor is gaining on you, it is because he is making use of forces that are working against you, simply because you will not let them work for you.

It pays better to swim with the tide.

—De Laval Monthly.

The Valuable Drag Harrow

With all modern theories and practices in cultivation, we find that the drag harrow still maintains the lead as a means of thoroughly smoothing the surface and pulverizing the soil. Each tillage tool has its particular sphere of usefulness, but the drag harrow refines the work of other implements, grinding the soil into a powdered mulch, levelling ridges and filling depressions. Systematic harrowing leaves a flat surface where any crop can be covered at exactly the right

depth. Three and four section harrows are especially popular, and as an investment it is best for the farmer to purchase a large harrow. Harrowing must be done at the proper time—before the surface becomes too dry. Beyond the preparation of seed beds for different crops, the harrow is very valuable for the early cultivation of potatoes.

Training the Employee

The successful dealer who employs a number of persons invariably finds some time which he profitably spends in planning, directing and training those under him. Though it be only a boy, the education of the employee is a point that pays any retailer to give attention to.

Unbeatable

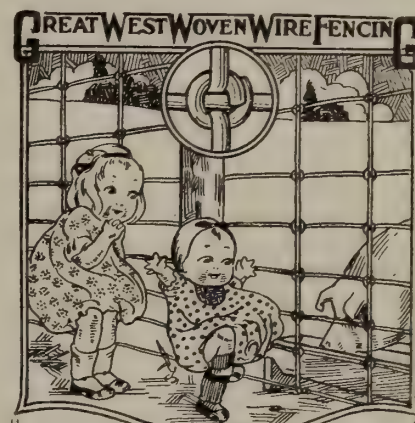
A pompous manufacturer of machinery was showing a stranger over his factory.

"Fine piece of work, isn't it?" he said, when they were looking at a very ingenious machine.

"Yes," said the visitor, "but you cannot hold a candle to the goods we are turning out."

"Indeed!" said the chagrined manufacturer, "And what is your line?"

"Gunpowder," was the reply.



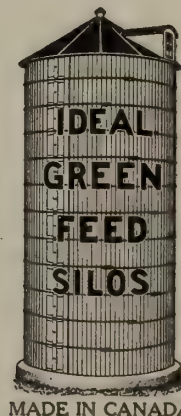
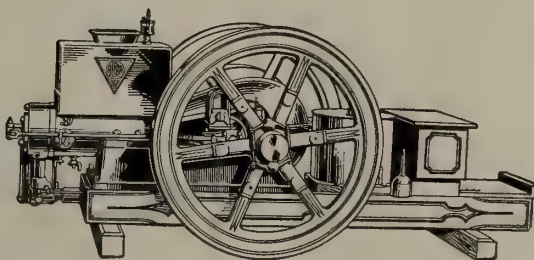
"Quality and Service"

So much has been spoken, and so much has been written, about the quality of wire fencing, that every Western dealer ought to know by this time, that a firm using wire not fully up to the standard, or trying to unload some old wire on the market, does actually more harm to itself, than to the farmer, and is bound to be the loser in the end. Quick service is also essential in order to maintain the reputation of a modern concern. When you buy our "GREAT WEST WOVEN WIRE FENCING," you get the highest quality, combined with a quick service.

"A Western Factory for the Western Farmer"

THE
Great West Wire Fence Co.

LIMITED
76-82 Lombard Street,
WINNIPEG, MAN.



The cream of the Cream Separator, Gas Engine, Dairy Supply and Silo trade goes to De Laval Agents.

DE LAVAL equipment is first, last and always high grade and dependable, and includes only such machines and supplies as are known to be absolutely reliable and "standard." You must buy right to sell right. De Laval bought is half sold.

De Laval Dairy Supply Co., Ltd. WINNIPEG VANCOUVER
MONTREAL PETERBORO

Largest Manufacturers of Dairy Supplies in Canada

Concerning the Financial Statement

While reputation is as big a factor in granting credit as ever, it is not the only factor. The merchant or banker extending credit would be lax in his methods and would bring upon himself very heavy losses if he did not satisfy himself that the applicant for credit had, in addition to a good reputation, sufficient realizable assets in his business to warrant the belief that he would pay at maturity. In asserting that haphazard methods of granting credit cannot be indulged in today, the National Association of Credit Men state that it should be clearly recognized that the giving of the signed financial statement benefits both the giver and receiver. The grantor of credit knows the exact situation without guessing at it, and can decide more expertly as to the amount of credit to give or in granting of requests for extensions or renewals of credit. The debtor benefits because his credit is fixed on definite lines, confidence is established and his trade is more actively solicited by the best

houses, all of which means larger opportunities to buy the best on the market at the closest prices.

When a bank seeks depositors, or a municipality wishes to borrow money, the resources of the bank or municipality are advertised and put in such a form that those who may be induced to become depositors or purchasers may know that their monies on deposit or invested will be returned on demand or at date fixed in the bond, as the case may be. Consequently, a seeker of credit from a bank, manufacturer or wholesaler should not be offended when asked to show what his resources are.

The furnishing of an accurate and explicit financial statement is based upon a recent Account of Stock. If the maker has not taken such an inventory in his business, then the statement is merely guess-work and of very slight value.

The information disclosed by a financial statement is intended to show the true condition of the business as a reasonable assurance of its debt paying capacity, and while some of the items are very important, such as real

property, fire insurance, annual sales and expenses, yet the information which bears directly upon and is an index of the soundness and safety of a business, are the quick assets and the quick liabilities.

Quick assets are:

Cash on hand.
Cash in bank.
Good accounts.
Notes receivable.
Stock on hand at actual market value.

Quick liabilities are:

Amount owed for merchandise not due.
Amount owed for merchandise past due.
Amount owed on notes payable, unsecured.
Due individuals for borrowed money.
Due bankers for borrowed money.

Added is the question:

Have you endorsed notes?
Merchandise should be given at actual cost when fresh and salable; if out-of-date or shopworn, a discount should be taken from cost price.

Accounts and bills receivable should represent accounts for merchandise sold and delivered.

When the collection of an account collectible is in doubt, that account or bill should not be included in these two items, but transferred to the item of doubtful accounts.

Accounts payable should include all indebtedness for merchandise, and loans from individuals, whether or not connected with the concern.

Accuracy and freedom in giving financial statements build up safe business and permit the ex-

tension of confidence and favors. Every encouragement should be given their use.

Asking for a financial statement is a business-like and reasonable request, and merchants should so regard it.

Pushing Advertised Lines

The management of a large retail implement business, located at Elbow Lake, Minn., recently made the following statement concerning their policy—and their methods can certainly be copied by any retailer with benefit. They said:

"Our idea of running a retail business is to make it of real service to our customers as well as fairly profitable to ourselves. We endeavor to carry complete stocks, to sell at fair prices, to give fair treatment and to do all we can to make satisfied customers. All these things are necessary as the foundation for a successful retail business. When it comes to pushing the sales on any line of implements it has been our experience that it pays to push the well known, advertised lines of reliable make. We give preference to such lines in our buying. We put them to the front in every way possible. We advertise them.

"Take drills for instance. We have been working on the same drill for some time. We have a good trade on it, built up by persistent effort. But in selling this drill we have been much helped by the manufacturer's advertising to the farmer in farm papers. We push this drill first because it is a reliable, satisfaction-giving machine. We know that each drill sold is likely to help sell another because it gives satisfaction. So with all our goods.

No man is a genius to his wife.

STOP! LOOK! LISTEN!

This means you, Mr. Dealer. The advertisement, as shown below, of the

Cushman Binder Engine

The all-purpose Engine is running in the farm journals for your benefit. The resulting enquiries received now will mean engine sales for you

Get Dealer's Proposition and full Particulars

Cushman Motor Works of Canada, Ltd.
289 Princess St., Winnipeg, Man.



Cushman Binder Engines

For All Farm Work

This is the one successful binder engine. Thousands are in use every harvest. Fits any binder. Engine drives sickle and all machinery. Since horses have only to pull machine, two horses will easily handle 8-ft. binder in heavy grain. In a wet harvest Cushman Engine saves the crop, as it keeps sickle going when bull wheels slip—it never clogs. After harvest Cushman engine does all other work. Very light weight and easy to move around, yet runs more steadily than most heavy engines, because of Throttle Governor and perfect balance. 4 H. P. weighs only 190 lbs.; when stripped for binder only 167 lbs. 8 H. P. only 320 lbs. Forced water cooling system prevents overheating. Equipped with Friction Clutch Pulley.

Alex. Irving, Cummings P. O., Vermillion, Alberta, writes: "I have been sawing wood with my Cushman lately and it has been working fine, no trouble to start. I am running an 8 inch I. H. C. grinder, which it handles nicely. I have put in a line shaft and run the churn, washing machine and cream separator. Everyone who sees it thinks it is the only engine."



Ask for free Engine Book.
Cushman Motor Works
of Canada, Ltd.
289 Princess St. WINNIPEG

Business Opportunities

Treasurer

Large Manufacturing Corporation, established 1850, location Canada, has a vacancy for a highly efficient business man as Secretary and Treasurer. Party must be able to invest at least \$5,000 cash, and give best of references as to ability and character. Contract with good salary guaranteed to right party. Investment absolutely secured. Answer in full or no attention paid.

Sales Manager

A Canadian Farming Implement Mfg. Corporation has an opening for an experienced sales manager (preferably with experience in above line) to take full charge of sales department. Attractive salary and commission contract guaranteed to right party. \$2,500 cash investment, and A-1 references required. This is a high grade proposition for a high grade man. Correspondence treated as strictly confidential.

Address enquiries to
BOX B,
Canadian Farm Implements
Winnipeg, Manitoba.

Live Agents Wanted

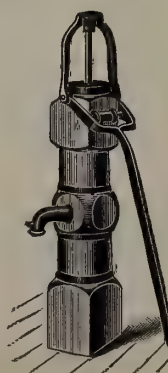
in territory where we are not now represented for the

HARLEY-DAVIDSON MOTORCYCLE

Write to-day for full particulars.

Winnipeg Cycle & Motor Co. Ltd.
290 Edmonton St., Winnipeg

Distributors for Manitoba, Saskatchewan and Alberta



Mr. Dealer

Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



WANTED in every locality ONE Agent to sell our

IMPERIAL BAG HOLDER

50 to 60% profit. Easy seller, big repeats. Write at once before someone else gets agency.

Moncrieff & Endress, Limited
Dept. A. Galt Building, Winnipeg

Wholesale-Retail Co-operation

On March 24, H. Chevrier gave an excellent address to the Canadian Credit Men's Association in the Royal Alexandra Hotel, Winnipeg. The speaker outlined the need of co-operation between the wholesale and retail merchants, pointing out that in all branches of business there must be confidence and mutual consideration. Co-operation, he said, is safest and soundest when practiced between all members of the body commercial for the benefit of the consuming population. He referred to the business tax as being a tax on progress—a toll on business—a millstone on the growth of any city. It was economically wrong, since the manufacturer, wholesaler and retailer must each add the business tax to their overhead expense, adding to the cost of the goods, which in the end must be borne by the ultimate consumer. To eliminate it, put it on the general tax, then gradually abolish it.

The speaker deprecated the overloading of retailers, a system that meant more insurance, more space, more hands, greater depreciation, slower turnover and more certain discouragement on the part of the retailer. For the

wholesaler it meant more correspondence, more nagging, more liability. Salesmen should be taught that repeat orders are a greater triumph than to overload a merchant. This means, in the end, more drumming and less dunning. One sentence by Mr. Chevrier is worthy of the thought of every retailer. He said:

"If there is a sin which will rise up in judgment against the wholesaler it is selling retail. Not many wholesalers can or do resist the temptation to sell to the public—a little."

The effect is not realized, but it means a sure and certain slaying of the enterprise and push of the natural customer—the retail merchant. The wholesaler who sells direct harms himself since he competes with himself.

Praise was given to the small debts court system, as existing in Saskatchewan. Such a system has quick operation; does not allow imprisonment for debt and provides for an appeal. Such a system that reduces the percentage of uncollectible book accounts in value from 75 to 10 or 20 cents would benefit all branches of trade.

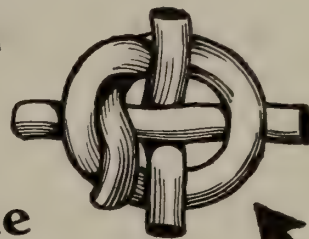
Talking of co-operation, the speaker referred to two types, the

real and the spurious. The Grain Growers were applying at Ottawa for co-operative banking and trading powers. Should this bill go through there will be an epidemic of co-operative businesses, and everyone knows that the co-operative store has left behind it a long train of dis-illusioned victims. It was suggested that this legislation be hedged around with such safeguards of government inspection and supervision as would deter poorly equipped aggregations from taking it up.

Convincing the Price Cutter

During the busy season in Missouri last year, a dealer who belonged to an association took a novel method of getting rid of the ruinous practice of price cutting, says Implement Dealers Bulletin. The dealer, whose trade was suffering, concluded to call upon his competitor in a neighboring town, who was selling without profit, for the purpose of satisfying himself and talking over the cost of doing business. After he had talked with the dealer a few minutes, he found that he knew absolutely nothing about the merits of his goods and depended solely on

selling below all other dealers to work off his stock. He asked the price-cutting dealer to refer every customer to him for a day. He readily assented; the result was that our member closed every sale at prices which afforded a profit and went home with the price cutter's application for membership in the Association.



The Leader

"DOUBLE GRIP" Lock

makes Leader Standard Woven Wire Fence the strongest farm fence on the market.

Leader Fences made in Winnipeg, shipped fresh from the looms, untarnished and unaffected by long storage, make an attractive selling proposition for Dealers.

AGENTS WANTED
Write at once for particulars

THE MANITOBA ANCHOR
WIRE FENCE CO., LTD.

Cor. Beacon and Henry Ave.
Winnipeg, Man.



"Maltese Cross"

NON-SKID TIRES



**Nearer than Anything
to Everything
In Satisfaction**

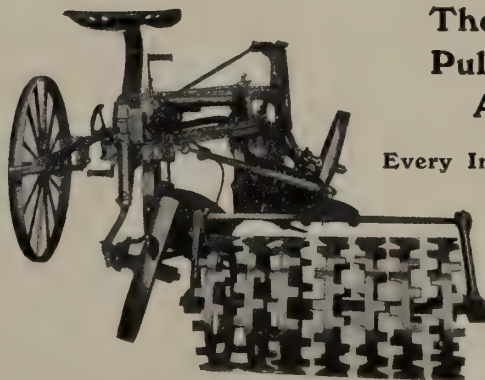
**For Gripping Qualities this
Tire has no Equal**

**Tire Repairing a
Specialty**

Gutta Percha and Rubber, Limited

Winnipeg Regina Saskatoon Calgary

Every Farmer Needs One



The Packer and Pulverizer Plow Attachment

Every Implement dealer knows this attachment. You have looked for it—now it is back on the market, giving you a sure selling proposition.

Follows the Plow—Packs the Soil

This plow attachment packs the soil immediately it is turned over. Conserves moisture and increases both the quality and quantity of the grain. No side draft, very little additional draft; no need for an extra horse.

Can be attached or detached in a moment to any make of sulky or gang plow. Hundreds of farmers have proven the perfect practicability of this packer attachment.

We can fill orders from stock. Price \$18.00, cash with order. **WRITE TO-DAY.**

EVERYTHING IN SHEET METAL

**Winnipeg Steel Granary
& Culvert Company, Ltd.**

Factories: ST. BONIFACE, MAN. and REGINA, SASK.

Analyzing Small Town Business

The University of Wisconsin has done good work in promoting efficiency in marketing and merchandising, and in its recent investigations, from the standpoint of the farmer as a seller and purchaser of supplies, it has learned a fact that ought to bring wisdom to the farm communities of that state. In talking of the investigation, Dr. Weld said:

"In investigating this matter we have been brought up against the retailer and I want to say right now that we realize that the middleman is not only necessary but also desirable in the marketing and purchasing of goods."

This, from a professor in an agricultural college, is at least encouraging. Dr. Weld maintained that it was an age of specialization, that manufacturer, wholesaler and retailer must specialize. In specializing marketing there is real economy in each man specializing but absolutely nothing can be gained by elimination. The university investigated what proportion of each dollar paid by the consumer was received by the farmer. The result of this was as follows: Butter, 77 p.c.; eggs, 69 p.c.; potatoes, 55 p.c.; poultry, 45 p.c.; milk, 37½ p.c.; wheat, 90 p.c.

In a certain town which had twenty-two different types of retail business it was found that the business done amounted to approximately \$500,000. The cost of doing business for the principal general stores ranged from 16 p.c. to 19.2 p.c., with an average of 17.5 p.c. It was also found that the store doing the largest volume of business had the largest percentage of net profits; and also did the most advertising. In July and August 75 per cent of all sales were credit, and the low point of credit was in March when 48 per cent of sales were on that basis. This town has a population of 1,500 and drew from a territory of 8 miles around it. Sixty-five per cent of the farmers had bought something from M.O. houses, and also 41 per cent of the village population. The purchases for the year in both center and community were approximately \$42 per family. A liberal estimate of the businesses of that center open to competition was about \$380,000. The University came to the conclusion, from data found, that the total business done outside the community by the inhabitants did not exceed 5 per cent of the total business.

Dr. Weld stated that the University found that there are 120

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

F. D. BLAKELY, Manager

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farmers' co-operative clubs in Minnesota doing an estimated total business of \$4,250,000 a year.

A few years ago four to five hundred co-operative stores were started every year, but the death rate was very high owing to the unbusinesslike methods pursued. It was found that 35 per cent of co-operative elevators bought twine, and only seven per cent farm machinery. The large amount of supplies bought by the co-operative elevators consisted of bulky articles and commodities which as a rule were handled on so small a margin that few of the elevators came into competition with the average retailer.

Preserving of Credit Essential

It is poor policy not to answer your creditors' communications. A wholesale house may write several times, and at last wire, before any attention is paid. This "silence" system does nothing but build suspicion against you, and many a well-meaning merchant has learned that to his cost.

No merchant should think that because he is worth a few thousand or even a hundred thousand, that he can afford to treat his creditors with contempt—and not get hurt by the process.

Your credit is worth more than money in the bank. No matter

how much you are worth or what a big man folks think you are, it is "up to you" to do the correct thing by your creditors, or you, too, may find your credit so impaired that your commercial rating is reduced or wiped out altogether.

No man is so rich, or so big, but that he needs to keep his credit just as high as possible. It is by far the most valuable asset a business man has. Surely he should be jealous of it and protect it to the bitter end. A man who does not do so is certain to run against the rocks sooner or later.

It Depends upon the Goods

A dealer's business is either a popular one or an unpopular one; either successful or unsuccessful—dependent almost entirely upon the volume of turnover. A dealer may make his windows attractive by constantly changing them; he may advertise to bring his customers to his store, or he may seek to surround himself with a pleasant, painstaking staff of clerks—and all to be ready for the customers when they come in. Yet, with it all, he must aim to have the goods which sell—not necessarily the goods with large margin of profit—but the goods which move irrespective of their degree of profit.

The New Dealer

The dealer who branches out in some center where there are already one or more retail implement concerns is naturally looked upon by the older firms with more or less mixed feelings. Yet the value of his competition as regards your business altogether depends upon his capabilities, and even more upon your capabilities. Unless you can get some action going and keep ahead in the local perspective the new competitor may hand you a line of competition that will take you all your time to swallow—and then some!

In towns where one dealer has had a clear field he often eases off considerably in his efforts, with the result that when a bright young retailer springs into the arena the original dispenser of drills and plows may be left sweating and swearing, with the knowledge that he is losing out in the game.

There is no reason, however, why the new man should be set down as the acme of villainy simply because he shows "get" and hustle in his business. This should only prove an incentive for the older dealer to get busy and hold his store and himself before the public. It is no use to say that he is a new man and that folks don't know him. The "new" side of the business don't matter a red cent. Farmers are going to go where they see progressive implement handling, and where prompt service is a feature of the business.

It is better to be friendly to your competitor than the reverse. He may, of course, come back at you if you antagonize him, but the chances are that while you are doing the cussing he is calmly annexing the orders. Enmity requires energy, and that factor ought to be reserved for the extension of business and for no other purpose.

The Real Democracy

In a little village in a western state they hold a meeting each fall to line up the community for social purposes during the coming winter. Last fall three basketball teams were formed, including the priest, the minister, the blacksmith, the editor, a farmer, the keeper of the village restaurant, a dentist, a clothier, a teamster, a druggist, a garage owner, the banker, the saloonkeeper, a hardware and implement merchant and a house painter.

Not much in that, you say. Possibly! But consider that

these men differ in religion, politics, incomes, in fact in most things they are about as widely severed as men could be. Yet, in their little local hall they are building up the free democracy of the social center. They lay aside petty antagonism and meet as good fellows and brothers and they are surprised individually to know how decent a man "the other fellow" usually is when you get to know him.

These men meet in the democracy of frank and fair discussion of public questions. They learn that, as human beings, they differ only in minor incidentals, but are as one in the fundamental fact that the community must go ahead. And we know that it will.

In any similar community, and there are hundreds like it throughout Western Canada, more tolerance, more kindness of feeling, more give and take could be established by this "get-together" spirit. Even when the members of the social league differ—as they assuredly will—there will be less bitterness and bigotry, less hate than of yore. The world can be made better and bigger if only every small-town dweller will do his little to build the spirit of brotherhood among his fellows.

Business Education and the Retailer

It seems strange, when one considers the importance of the retailer in the economic welfare of Canada, that our educational institutes have not done more on his behalf. In an educational sense, little has been done for the retail merchant beyond the efforts made by the trade journals connected with the different lines of effort. In the majority of Canadian provinces we find education for the doctor, lawyer, engineer, teacher, dentist and farmer, but one can find only so called "business colleges" for the teaching of commercial subjects. Practical salesmanship, cost accounting, business arithmetic—there are a host of subjects of the utmost value to the retailer, all of which have a distinct application to his business. But even in our high schools commercial courses are not developed as they might be, and many high school graduates are unable to do some of the most simple things which are part of the day's work in any retail store. We do not wish to criticize our schools or our graduates, but it would seem that some improvement could be made in the provincial educational curriculums so that the retailer could have an

opportunity of getting business education suited to his needs.

In conjunction with our Western universities, short courses could be inaugurated to which the retailer could go for information on points of which he was vague. Vocational training has become one of the great phases of our educational authorities, and surely vocational training is as necessary to the retail merchant as to any other line of effort. Daily it becomes more apparent that retailers must study conditions in their business and commercial conditions that may affect them by development. They must know what is going on in the commercial world, and more and more does it become necessary that they should have some means of getting business education particularly suited to their needs, and some source to which they can go for that education.

Look Ahead

The colored gentleman who said: "When Ah wants anythin' Ah wants it real bad," expressed tersely the feeling of the farmer when he wants repairs for his machinery. The farmer will wait until the last minute before he will order repairs, consequently it behooves the dealer to tell his customers to look over their machinery and equipment, to replace lost nuts, stripped bolts and broken parts. Repair orders placed early are the sane policy, for the farmer is assured of no stoppage to his work when time is valuable. The farmer who overhauls all his machinery and has it in actual readiness before it is required, is a wise man, and dealers should endeavor to instil this practice into their customers.

The Silent Man

The silent man, usually called "foxy" or "deep," may not be popular in a social sense, but it is strange that in times of trouble he is told things that never fall upon the ears of the babbler with the hair-trigger jaw. The old saying that "silence is golden" has still considerable merit. To know when to speak and to know when to be silent are valuable characteristics in any man. Most of us talk too much. The wasted words of any man, were he confronted with them, would lead him to the belief that he could lengthen his life by conserving his lung pressure. More time is wasted in useless talk than in anything else on earth—including baseball games. The old tale about he

who made two ears of wheat grow where only one grew before has nothing on the fellow who can compress his meaning into five words where most men would use fifty. Carlyle said that we should talk less and think more—but then Carlyle was a melancholy Scot. At all events, in these days of conservation of everything, let us try to conserve our flow of needless words. The day will become longer and more work will be done in the same time.

Church and Community

While the country church may do everything in its power to pave our path to the Celestial city, it has paid too little attention to the road of the worshippers who congregate within its walls. Beyond religion and theology lies the life of a man—his daily needs and aspirations, his crops, stock, buildings and machinery. Community improvement has as great an effect upon the soul as has the finest sermon. Gradually but, we feel, surely, the church is coming to know more about the practical life of its parishioners. The spire of the little place of worship on the prairie will still point heavenward, but its foundation will in the future be more firmly imbedded in the commonplace problems of our workaday lives.

Knowledge of the Price of the Goods

One of the primary reasons for price-cutting is simply ignorance. The dealer fears that his competitor will get the business, and in the first instance his fear is based upon lack of knowledge of his own business. If he knows exactly why this drill or plow should cost such-and-such a price—and not a dollar less—the knowledge would stiffen his backbone so that he would not cut the problematical offer of the fellow along the street. The very fact that a dealer knows exactly what it is costing him to do business, and that he cannot afford to sell cheaper and make a living profit, will instil in him a confidence in the justice of his price that will be more than half the battle in making sales.

For a dealer to give any reason whatsoever to the customer why the goods cost the price they do is a foolish policy. Any apology for your prices simply makes the customer think that he is being soaked; it shakes his confidence in you and leads him to the old idea that he can get a better figure if he will only beat you down.

Personal

F. H. Garritt has commenced a harness store at Forward.

G. F. Pollock is a new retail implement dealer at Abbey.

D. Stephen has closed down his harness store at Canora.

C. D. Smith has discontinued his harness store at Limerick.

John Feurt is a new implement and machine dealer at Westlock.

James Gabrisch has commenced a new harness business at Ryley.

Donald Johnson is closing down the garage he controlled at Weyburn.

A. J. Rolle has discontinued his retail implement business at Raymore.

Cocks & Son have discontinued their implement business at Battleford.

F. W. Gilliatt has opened a new retail implement business at Battleford.

V. C. McCurdy has started a retail implement stand at Moosomin.

Mickelson & Booth have commenced an auto and implement business at Caron.

Clifford Smith, a machine agent at Assiniboia, has discontinued at that Western point.

S. A. Foster has sold his implement business at Radisson to Dow & Houghtaling.

Richdale has a new harness store, the owner of which is a merchant named Fisher.

Emil Larson has closed down the harness shop which he formerly carried on at Scotsguard.

Adam Reis has discontinued the implement business which he formerly carried on at Loreburn.

Peter Janz has bought out the harness shop at Mine Centre formerly owned by G. Isaac Wall.

Herbert Toop has closed down the retail implement business at Tate which he formerly carried on.

H. Brandon has taken over the implement business at Alameda formerly owned by E. J. Kennedy.

O. S. Gunderson has taken over the implement business at Springwater formerly owned by C. J. Furber.

Dalzell & Hemwood is the name of a new retail implement concern who are doing business at Neelin.

G. De Jardin is the latest addition to the implement fraternity at Manor, where he has opened a retail warehouse.

F. C. Smith, formerly assistant manager at the Regina agency of the International Harvester Co., has been transferred to Saskatoon where he will fill a similar posi-

tion—that of assistant to Mr. Potter.

A. Leckie, who carries on a retail implement business at Kerrobert, has opened a branch business at Stranraer.

We regret to report that A. M. Thurn, an implement dealer at Walsh, recently suffered a considerable fire loss.

R. B. Webster is the latest addition to the business side of Wilkie, where he has commenced an implement store.

J. H. Schamahorn has bought out the implement business at Parkbeg formerly owned by Hodges & Forsythe.

J. J. Keith has enlarged the business possibilities of Waldron by opening a retail implement business at that point.

The firm of Crooks & Little, Woodrow, has been broken up. In the future R. J. Crooks will carry on the concern alone.

A. F. Howard, who carried on a harness and implement business at Bladworth, has sold out to a dealer named P. M. Robertson.

Knowles Bros., who carried on a garage at Tugaske, have dissolved partnership. B. E. Knowles continues the business.

J. S. McConkey, formerly a blockman at the IHC Ottawa branch house, has been appointed assistant manager at London, Ont.

The L. C. Parsons estate at Maple Creek, a concern handling lumber and farm implements, has been taken over by A. A. Meneley & Co.

R. J. McLachlan has bought out the implement business at La Fleche formerly carried on by two dealers named McRoberts & Greig.

C. A. Ewald, assistant manager for the IHC at North Battleford, has been transferred to a similar position at the Brandon branch of the harvester concern.

Linderburgh & Kelly is the name of a retail implement concern who have taken over the business at Lestock formerly carried on by D. McLean.

The firm of Beischel Bros. & Basherville, at Assiniboia, has been broken up. In the future Alios N. Beischel will carry on the implement store alone.

W. C. Dobson, Woodrow, has taken a partner into his implement business at that point. It will in future be carried on under the heading of Dobson & Johnson.

The firm of Lewis & Maxwell, implement agents at Harris, has had a change in management. The firm now does business under the heading of Maxwell & Martin.

Johnston & Mair, dealers in implements and automobiles at

North Battleford, have dissolved partnership. In the future R. L. Johnston will carry on the concern alone.

The outcrop of new tractor companies has been heavy of late. A new concern listed in Minneapolis, the Tom Thumb Tractor Company, has a capital of \$100,000.

The implement concern at Bengough, known as the Southern Saskatchewan Implement Co., has been succeeded by W. W. Peterson, who has taken over the store and stock.

The Dundurn Harness Company is a new concern to start up in the town of Dundurn. In the same center Rhees & Cowan, machinists, have dissolved partnership, J. A. Cowan continuing.

Crockett & Blodgett, Limerick, have dissolved partnership in their implement business at that point. W. F. Blodgett will in future carry on the concern alone. The branch of this firm at La Fleche has been sold to a couple of dealers named Gorham & Gorham.

Considerable changes have taken place in the retail trade in Ogema. R. W. Bradley has moved his harness store to Manor, while H. A. Edgar and Earl McDonough have discontinued their implement businesses. The only addition to the business side of the town is a new retail implement business controlled by Messrs. Murray & Cook.

O. P. Robb, formerly manager of the Texas Moline Plow Co., Dallas, Tex., has been appointed manager of the Nebraska Moline Plow Co., succeeding C. T. Dunkle. Mr. Robb has been associated with the Moline Plow Co. for the past fifteen years. He served successively as assistant manager, and then as manager, of the Canadian Moline Plow Co. at Winnipeg, and was well known to the trade in the Canadian West.

The Common Sense Gas Tractor Co., of Minneapolis, is a new candidate for favor, having just filed articles of incorporation. The incorporators are H. W. Adams, of Minneapolis; Forrester H. Smith, F. Paul Smith and Ralph G. Smith, of Amenia, N.D., and W. J. Bell and C. S. Churchill, of Casselton, N.D. The capital stock is \$200,000.

John W. Anderson, late superintendent of the Moline Wagon Works, died at his home in Moline recently. Mr. Anderson was one of the pioneer designers and builders of wagon-making machinery. For twenty-five years he was connected with the Studebaker interests at South Bend, Ind., as general superintendent.

He was born at Prescott, Ont., in 1833, learning the wagon trade in a little local shop. His inventive genius in producing wagon-making machinery was an important factor in building up the great Studebaker business.

Harvester Man in New Position

Douglas Malcolm has accepted a position as advertising manager for the American Express Company, and left the advertising department of the International Harvester Company on April 1st. Mr. Malcolm has been with the International six years, and his



Douglas Malcolm.

personality has come to be closely identified with the Company's educational publicity.

Mr. Malcolm came with the Harvester Company on July 20, 1909, and in October of that year the first issue of the Harvester World appeared. Ink Spots and Sole Leather, a little monthly publication designed to assist the sales organization in the judicious use of advertising, appeared in June, 1913. Through his efforts, an increasing number of articles of educational value have been presented to the public through the courtesy of the farm and trade press and many excellent articles from his pen have appeared in our pages at different times.

Mr. Malcolm contributed a valuable element to educational publicity when he established a record for work which educates without advertising. He has definite ideas on that subject and his belief is that paid advertising exploiting a specific trade name should be kept religiously separate from articles devoted to agricultural betterment. His policy has been to use the exceptional information of the Harvester Company in the cause of educating the public to the appreciation

and use of better methods and machines.

Douglas Malcolm's first experience in advertising was gained as publicity man for the town of Northfield, Massachusetts. Later, experience with advertising agencies fitted him admirably for his combined functions of publicity and advertising man.

Mr. Malcolm will organize an advertising department for the American Express Company, which will include the launching of a house magazine and the initiation of general educational work. He has had admirable training for the place, and his success in it is certain. To his new sphere he carries the best wishes of the entire implement trade press.

Repair Costs Regulated in Michigan

The Michigan legislature have introduced a bill making it necessary for all manufacturers and wholesalers of machinery to file with the authorities a schedule of prices of said machinery, together with a schedule of the individual prices of component parts of same. The name of each manufacturer or wholesaler will be registered and a registration certificate issued each concern. It is provided that the secretary of the state is authorized to refuse to accept the schedules if the aggregate cost of the component parts of any machine shall exceed its total cost. For non-compliance with the provisions of the bill a heavy penalty is provided by the legislature.

What the Banker Could Do

Few there are in the ranks of farming, and as few in the ranks of rural retail business who know the fundamental facts of bank organization. The banker has a responsibility that he could realize to his profit. When the farmer or retailer comes to the counter how can they realize what happens on the other side. It might lead to a greater harmony if some fundamental facts were explained to his clients by the country banker. It would correct possibly erroneous impressions and put the whole banking system in a better light in the eyes of the layman. The difficulties in financial institutions being realized would lead to less criticism and a more sympathetic understanding between banker and client.

Yes, the horse is passing all right, but it'll be some little time before he goes to board in the zoo.

Cleaning Seed by Fumigation

The United States Department of Agriculture describes in a recent bulletin a method of destroying injurious insects in imported seed without in any way damaging the value of the seed.

In the new method the infested seed is placed in a chamber in which a partial vacuum has been created. The chamber is then filled with a very deadly gas—hydrocyanic acid—which penetrates more effectively into the seed because of the previously created vacuum. It has been found that a considerably shorter exposure was necessary in using this method of fumigation than in the usual method. The bulletin describes the experiment completely, giving details and illustrations of the chamber used in the experiment.

Hydrocyanic acid is, of course, a most dangerous poison and should not be handled by any except those who are thoroughly familiar with it. Another gas—carbon bisulphid—is to be used by the department in a similar experiment, the results of which will be announced later.

What the Spreader Can Do

There are a great many farmers who read in advertisements, circulars and catalogs just what the manure spreader can do, but in general they fail to realize the importance of this item of farm equipment. Robbing the soil of its fertility cannot go on indefinitely—even in the raw, virgin soil of the Canadian West. The progressive dealer will have to acquaint himself with every argument for the manure spreader, and will have to analyze its merits as a time and labor saving machine, also as one of the most important mediums through which soil fertility can be conserved.

These things the dealer will have to study so that he can confront the farmer with an array of facts, given in simple workaday language but bearing with them the whole importance of the spreader on the modern farm. From the standpoint of the time saved, the dealer has a formidable array of selling arguments. An agricultural expert quotes the following example, based upon actual test:

Farmer A hauls his manure to the field and dumps it in piles about two rods apart, spreading it afterward by hand. Farmer B spreads his by hand direct from the wagon. Farmer C uses a spreader.

Farmer A loaded a ton of

manure on his wagon in twenty-one minutes. Eleven and one-half minutes were consumed in hauling it to the field and thirty-two minutes in dumping and spreading it; total 64½ minutes.

Farmer B loaded in the same length of time and consumed the same number of minutes in hauling to field. He spread it from the wagon in twenty-eight minutes; total 60½ minutes.

Farmer C loaded a ton in the spreader in sixteen minutes, spent eleven and one-half minutes hauling to field and spread the load in two minutes; total 29½ minutes.

Counting the value of the time of man and team at 40 cents per hour, the cost to Farmer A was 44 cents, Farmer B, 40 cents, and Farmer C, 20 cents.

Working ten hours a day, Farmer A would haul 9.3 loads; Farmer B, 9.9 loads, and Farmer C, 20.3 loads. It would cost Farmer A \$88, Farmer B \$80 and Farmer C \$40 to haul and spread 200 loads. Farmer C would do more work in one day than either of the others did in two.

And this saving, large as it is, is insignificant compared to the increased yield in crops.

His Satanic Majesty grins when he hears a man say he will reform—to-morrow.

A New Australian Plow

An Australian inventor has added a new implement that in tests at the Hawkesbury College recently proved highly successful. It is a sub-soiler, or deep soil cutter, consisting of a U-shaped blade affixed to a diamond-shaped frame, to which is attached plow-like handles. The implement runs on three wheels. A lever raises or lowers the wheels to regulate the depth of the cutting blade; the latter is set at a particular angle, the effect of which is to drive the blade into the ground at starting, and continually lift the disturbed soil as the machine moves along. In the trial six horses were used, and the sub-soiler went through the ground at a depth of 18 inches with perfect ease. It was found

on examination that the soil was thoroughly pulverized. The implement was afterwards attached to a double furrow plow and the land subsoiled to a depth of ten inches below the furrow. This implement should have considerable utility in some types of cultivation, particularly orchard.

ACTIVE AGENTS

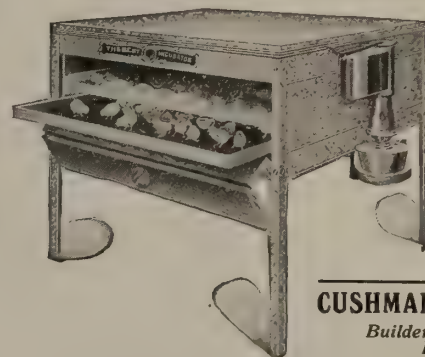
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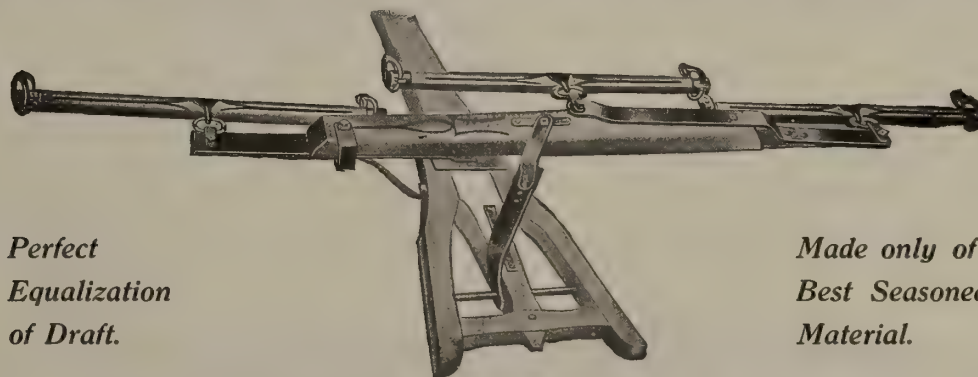
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Twine Prices for 1915

The announcements of binder twine prices for 1915 were delayed owing to developments in Yucatan, Mexico, the main source of sisal hemp supply. The normal condition of Mexican revolutionary measles has spread into the peninsula of Yucatan, and for a time Progreso, the port from which the fibre is shipped, was closed by Gen. Carranza. Sisal was held up until Carranza raised the embargo through pressure brought to bear by Washington. Hemp growers and exporters are still seriously alarmed regarding the fighting in Yucatan, which may lead to sisal stocks being burned on the plantations and also in the warehouses. The warring factions in Yucatan are de-

sirous of getting control of the sisal so as to provide themselves with revenue, consequently stocks may, in cases, have to be burned to prevent the fibre from falling into their hands.

The prices quoted are applicable more especially to orders on hand, a policy which is justified by the unsettled and unprecedented conditions in the fiber market. The schedules are as follows:

International Harvester Co.

Sisal and Standard (500 ft.) 8c.
Extra Manila (550 ft.) 8¾c.
Manila (600 ft.) 10¼c.
Pure Manila (650 ft.) 12¾c.

These prices are F.O.B. Fort William, the usual discounts being given of one-eighth cent for orders over 12,000 pounds, and one-fourth cent discount for orders over 24,000 pounds.

Plymouth Cordage Co.

Sisal and Standard (500-ft.) 8c.
Plymouth Extra (550-ft.)... 8½c.
Plymouth Superior (600-ft.)

10¼c.

Plymouth Premax (650-ft.) 11½c.

Plymouth Pure Manila (650-ft.) 12¾c.

These prices are also F.O.B. Fort William, and the usual discounts are given.

Prices Compared with 1914

Compared with the 1914 prices, a reduction is shown in the prices now announced. As has also been usual, the 650-ft. twine is the dearest variety for the buyer.

In 1914 the quotations of the International Harvester Company were as follows: 500-foot, 9¼ cents; 550-foot, 9¾ cents; 600-foot, 11¼ cents; 650-foot, 14 cents.

Cordage Trade Journal states that according to the International schedule for 1915 one cent will buy the following length in feet of each variety: 550-ft., 64½ feet; 550-ft., 64¾ feet; 600-ft., 60 feet; 650-ft., 52 feet.

The Plymouth company made the following prices in 1914: Sisal and Standard, 9¼ cents; Plymouth Extra, 9¾ cents; Plymouth Superior, 11 cents; Plymouth Premax, 12¼ cents; Plymouth Pure Manila, 13½ cents.

It is reported that orders in hand are being taken at the rates given, but it is possible that the twine companies may have to adjust prices later in the event of unforeseen circumstances arising in Mexico. Considering the reductions shown in the present quotations compared with those of last year, it could hardly be expected that any lower prices would be given, while an advance may be necessary. Prices depend

upon the future supply of raw material. In normal years 200,000,000 lbs. of binder twine are required for harvesting the grain, corn and flax crops of America. From two-thirds to three-fourths of this is made from sisal fiber—practically all of which comes from Mexico. This year the demand for twine should be very great, and any cessation in supply would mean a terrible loss to agriculture.

Alfalfa is Profitable

A net profit of 8 per cent on a valuation of over \$100 per acre! That's what irrigated lands in Southern Alberta are doing, according to S. S. Dunham, of the Lethbridge Board of Trade. A petition was recently signed by over 200 farmers praying the Government to undertake important irrigation enterprises. The cost of bringing the land under irrigation was estimated at \$18.00 per acre, and the farmers expressed their willingness to pay this amount, with interest at four per cent, the Government to extend repayment over a period of forty years.

"Get irrigation at \$18.00 an acre if you can," said Mr. Dunham. "If you cannot get it at \$18.00 an acre, get it at \$50.00 or \$60.00, but get it."

The speaker presented the following figures for an acre of alfalfa: \$1.00 an acre for water; 75 cents for applying the water three times during the season, and \$3.75 per acre for putting the crop in stack—a total cost of \$5.50 per acre. A crop of 2½ tons per acre (many irrigation farmers are getting four and five tons per acre) would show a net profit of \$8.25 per acre at the low price of \$5.50 per ton, without any depletion of the soil, but actually increasing its fertility. On this basis alfalfa will pay eight per cent net profit on land valued at \$103.33 per acre.

The fact that farmers where irrigation is not available are petitioning for it and are willing to bear the whole cost of its installation, is a tribute to the success of the irrigation enterprises already established in Alberta, which include the immense undertaking of the Canadian Pacific Railway, the largest irrigation project on the American continent.

Did it ever occur to you when you spoke harshly to an inferior that the wheel of fortune could reverse your positions?

GET YOUR FARM HOME From the CANADIAN PACIFIC

An immense area of the most fertile land in Western Canada for sale at low prices and easy terms, ranging from \$11.00 to \$30.00 for farm lands with ample rainfall—irrigated lands from \$35.00. Terms—One-Twentieth down, balance within twenty years. In irrigation districts, loan for farm buildings, etc., up to \$2,000, also repayable in twenty years—interest only 6 per cent. Here is your opportunity to increase your farm holdings by getting adjoining land, or secure your friends as neighbors.

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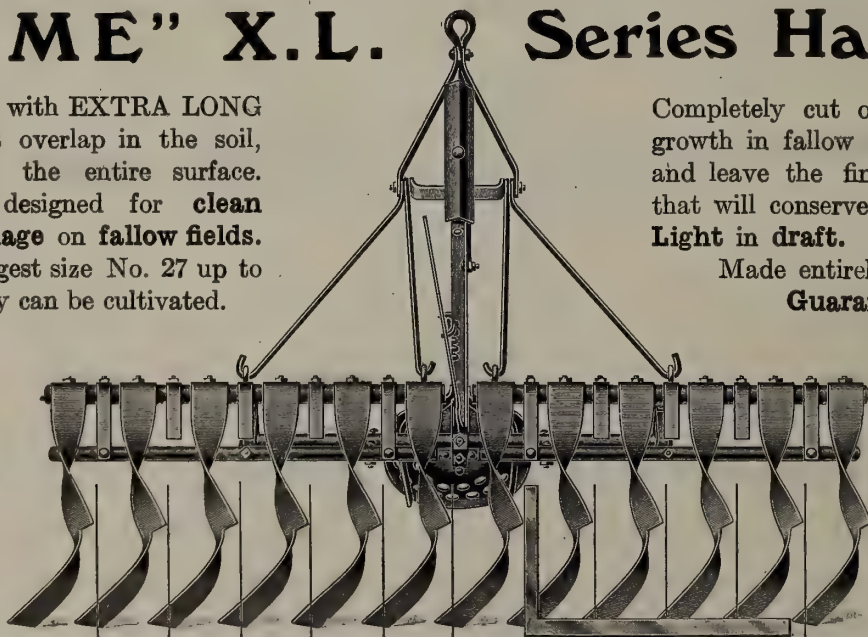
Completely cut out all the weed growth in fallow fields or orchards and leave the fine surface mulch that will conserve all moisture.

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"I have used the X L Series 'ACME' Harrow on all kinds of soil and find it to be one of the best all around Harrows I have ever used. It is a valuable tool for **destroying weeds on summer fallow and conserving moisture**, also for making a good seed bed in the spring, because it puts the soil in excellent condition for the seed."

Waukon, Washington.

January 16, 1914

Yours very truly,

(Name on Request).

SOLD BY:

JOHN DEERE PLOW CO. LTD. DUANE H. NASH, Incorporated

Winnipeg Calgary Regina Saskatoon

MANUFACTURED BY:

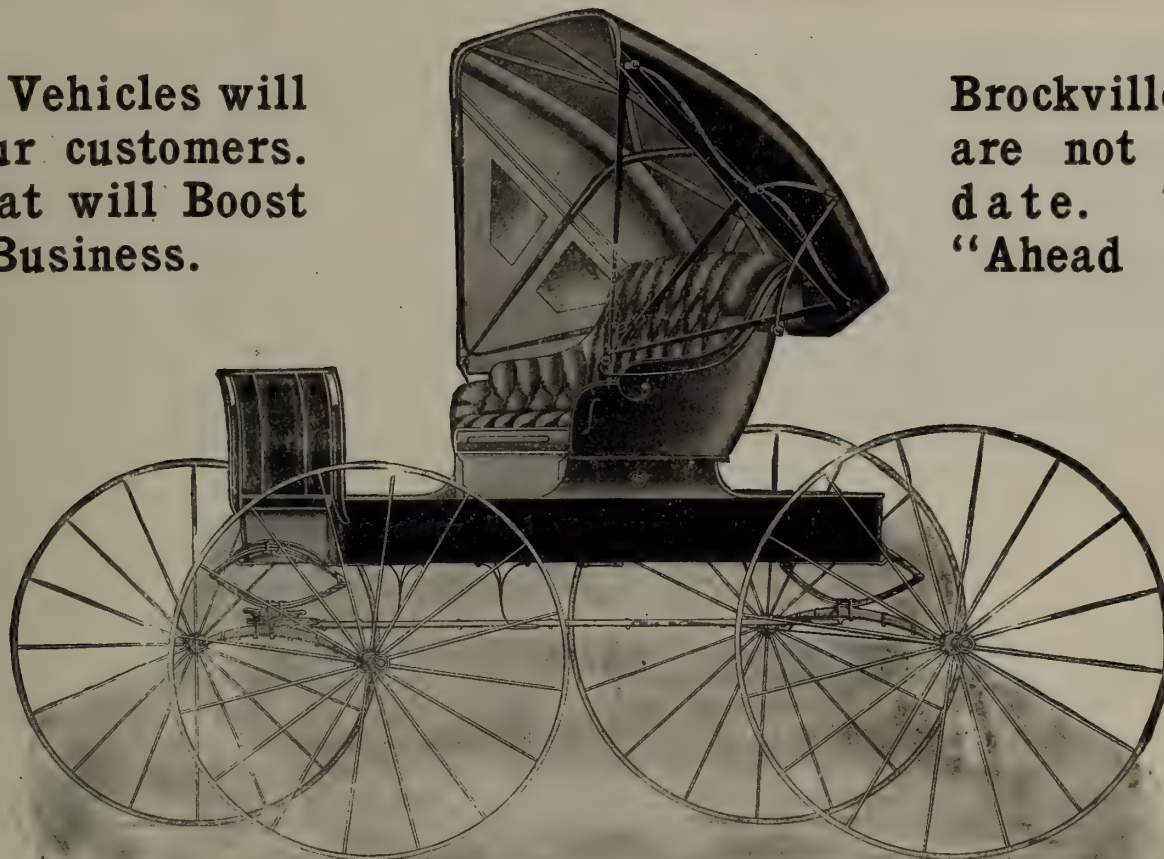
307 Division Avenue, Millington, N.J.

Brockville Vehicles—The Very Best

QUANTITY OF MATERIAL and Quality of Workmanship are necessary to make a good buggy. Quality of Material means a careful selection and a rigid inspection of all materials used. Materials used in the Brockville Buggies are the Highest Grade. Thoroughly seasoned and tested. The Brockville Buggy is the product of a half century of experience. It is the oldest and Most Extensively Sold line of Buggies in Canada to-day, which proves its quality.

Brockville Vehicles will please your customers. That's what will Boost your Business.

Brockville Vehicles are not only up-to-date. They are "Ahead of Time."



Most Complete

The Brockville line is the largest and most complete line of vehicles offered to the trade in Western Canada.

LIGHT RUN ABOUTS, OPEN ROAD WAGONS, CONCORDS, TOP BUGGIES, DEMOCRATS, SURREYS, SPECIAL JOBS, DELIVERY WAGONS, SCHOOL VANS, PONY CARTS, Etc.

Whatever your customers require can be supplied from the Brockville line.

It is worth something to YOU to handle the largest and most complete line, and to be able to supply any style of vehicle that your trade may call for.

Suiting your customers' requirements is what will build up a profitable trade. BROCKVILLE VEHICLES WILL DO THIS.

Send For Vehicle Catalogue No. 46

Always Leading

Every improvement that adds to the appearance or increases the serviceableness of a buggy is first brought out on the Brockville line. "Others follow."

The Brockville was the first buggy to be equipped with "Inside Top Joints," whereby the top could be raised and lowered from the inside. One of the best improvements ever introduced on a top buggy.

Look at the Brockville Wrought Iron Line. Examine the body. THE STRONG CORNERS—RIGID PANELS—PLUGLESS SIDES. A combination of strength and neatness.

Those qualities appeal to your customers. They are looking for them. WHY NOT SUIT YOUR CUSTOMERS BY SELLING THE BROCKVILLE LINE?

Handle The BROCKVILLE Line

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton

Motor Trucks for Implement Dealers

By Geo. F. Whitsett, International Harvester Co.

Of all classes of business men, it is probably most necessary that implement dealers practise a high grade of business economy and to possess energy high in quantity and quality.

It is the implement dealer who comes in fresh contact with the producer of the world's food supply, and for the sake of the manufacturing and consuming public, the dealer must be keyed to a high pitch of business tension.

It is the purpose of the writer to show that in the business of implement retailing are a very low percentage of undesirable men, and that taken as a whole it is a group of which we have reason to be proud. It is the experience of many that machine

dealers, as a class, are wide awake and progressive. They are making better use of their advertising matter than ever before, and they not only utilize the material which is furnished them free of charge by the manufacturers, but are undertaking campaigns of their own in which paid newspaper advertisements have a place. Neat, well groomed catalogue racks are coming more into vogue; strong, light, and pleasing warehouse and show rooms are

being built, and practical business systems are being installed.

Among the many things which machine dealers are doing nowadays to show that they have the ability to adopt and use modern business methods is their wide adoption of motor trucks as a recognized part of their business equipment. The motor truck was first used by high class manufacturers and jobbers in the large



The Modern Machine Dealer uses the Motor Truck as a Recognized part of his Business Equipment.

cities, and since has been extended rapidly to those engaged in the various lines of wholesale and retail trade in all sorts and classes of localities. The implement dealers of North America have not been slow in taking advantage of this improved method of delivery and have shown themselves capable of using it to the improvement and further development of their business.

By the use of the motor truck, the dealer is able to cover a larger district, to work his territory with

more ease and satisfaction, and to put on special selling campaigns that are impossible with the earlier and more clumsy methods of travel and delivery. What is more, the dealer who has found salvation in the motor truck, recommends it enthusiastically when he gets a chance to other dealers. The example of C. H. Krumm, of El Reno, Oklahoma, comes to mind as one who uses a motor truck to his complete satisfaction and does what he can to spread the good news to other dealers.

Mr. Krumm got tired recently of several months of slow business each year and decided to do something to wake his customers up and get some money into circulation. He accordingly bought an order of one hundred cream separators of one of the best makes, put on an advertising campaign, and proceeded to sell them. Another dealer in a neighboring state read an account of this profitable way of spending a few dull weeks in winter and wrote to find out just how it was done.

"This is not as hard as it looks to be," wrote Mr. Krumm in reply. "First of all the separator is the best cream separator on the market. We believe in it and talk it all the time."

He then went ahead to tell how he got the people interested and started them to talking by circularizing a list of all the farmers in the county and having his manufacturer do the same.

"Next," said he, "I put two men on an motor truck with four separators aboard, and they would stay out till all of the machines were sold. We worked the country systematically, taking each and every road and seeing every farmer on that line, and by having the truck, it made no difference how far a prospect lived or in what condition the roads

were, my men were always able to get to him.

"When you place your order for separators, be sure to place one also for a truck, if you do not already have one. Then you will have a combination which is a sure winner."

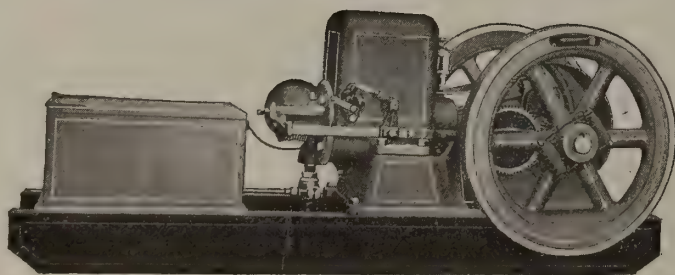
In this case we find the motor truck proposition bobbing up in a discussion of how to put on a special sales campaign and how to inject fresh life into sluggish trade conditions. Examples are abundant where dealers have found a motor truck to be just what they wanted to put their business where they wanted it.

Dealer W. S. Griffin, of Letts, Iowa, had but one serious objection to the implement business, and that was that he had to work his territory. Canvassing was his great bugbear, and being a dealer who was trying to do justice to his business, this was the first thing he thought of when he woke up in the morning. Livery rigs, in addition to being expensive, were in other ways troublesome and unsatisfactory.

A motor truck gave this dealer the lift he had been waiting for. Since buying a truck, he not only does more canvassing than he did before, but he does it without accumulating gray hairs. His business for the first year after the purchase of his truck, we are informed by his blockman, was more than double that of any other year since he started in business.

According to a correspondent in Minneapolis, Minn., Thompson Brothers, of Hutchinson, that state had a peculiar history in connection with the adoption of the motor truck for delivery purposes. One day Messrs. Thompson conceived of taking an agency for a well-known line of motor trucks. They ordered a sample and put it on their show room floor for demonstrating and selling purposes. It never occurred

THE JUMBO LINE



High-grade Gasoline Engines

The engines of the JUMBO LINE are sure sellers for the implement dealer. Designed especially for economical operation, they are simple, durable and reliable. They appeal to every farmer by their steady action, accessibility and mechanical perfection. Made in sizes:

1½, 2½, 4½ and 6 Horse Power

Furnished on skids or on strong iron sub-base. Mounted on portable hand trucks if desired. With or without magneto. Water cooled; make-and-break ignition; hit and miss governor.

Implement dealers should write today for full particulars and prices of the JUMBO LINE. It is a money-maker for agents.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
Western Canadian Jobbers

Tudhope-Anderson Co. Limited

Winnipeg Regina Saskatoon Calgary

BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:

346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

**C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.**

to them that they could use this machine in their business.

The truck did not stand idle in the warehouse very long. A cream separator campaign had just started, and one day the motor truck was drafted into service to be used in the speedy transportation of separator samples. During the first few days with the truck, Thompson Brothers covered so many more miles, interviewed so many more prospects, and sold so many more machines than their former method of travel, that the motor truck became a regular member of the staff of their sales organization.

It is in this way that the machine dealers of America are lining up on the side of paying business. Every argument the dealer uses to induce his customers to buy time and labor-saving machines applies with equal force to himself when it comes to the purchase of a motor truck. Being well versed in these arguments in favor of the saving of time and money by the adoption of the right kind of machines, it does not take the dealer long to convince himself of the need for the motor truck in his business. It enables him to cover much more territory, to cover it much better, and get more money out of it.

Holding Home Trade

Bid
Strongly
For home trade.
Advertise for it.
Push for it constantly.
Don't leave it to cat. concerns.
Tell the people about your business;

Your prices, your service, also your rights.

Put the proposition plainly before them—be heard.

Advertising containing a series of strong anti-catalog house talk or discussion would attract a lot of attention.

Your local editor, too, would gladly support the merchants' side.—Trade.

New Idea Canadian Plant

The New Idea Spreader Company, Ltd., has been organized at Guelph, Ont., to manufacture manure spreaders. The company has a capital stock of \$250,000. The incorporators are J. A. Oppenheim, B. C. Oppenheim and Chas. A. Mullenix of Coldwater, O., the principal owners of the New Idea Spreader Company of that town.

Get busy—spring is here.

Cheaper Gasoline Possible

Dr. W. F. Ritman has evolved several scientific processes which promise to revolutionize the manufacture of gasoline, benzol and toluol—the last being a basic necessity in the production of high-power explosives. Speaking of his process of obtaining gasoline, which has proven to be absolutely practical, Dr. Ritman says:

"The oil is passed in the form of vapor into a tube which is under a pressure varying from 90 to 500 pounds a square inch and is at a temperature of about 450 degrees centigrade. This 'breaks' the kerosene molecules up into small gasoline molecules. The process is similar to the popping of corn and very simple. The old way was to distill off the gasoline from the liquid, and when that was done no more gasoline could be obtained. By my process we break up the residue—the big molecules that were not used heretofore to get gasoline. It virtually begins where the old process leaves off. Double the amount of gasoline is obtained by the breaking up process. The residue solids, which sell for about 3 cents a gallon, are converted into gasoline, which sells for about 12 cents a gallon."

In Selling the Engine

While the internal combustion engine has become a great factor in many trades and industries, in no line has it been more adapted than in that of agriculture. More than two million farmers in the United States own gas engines, in the form of either stationary engines, tractors or automobiles. No class of effort uses more engines than do farmers.

In selling engines to the farmer, the dealer is often asked as to what size he would recommend. Assuming that the majority of farmers in his territory could be suitably equipped with a 4 h.p. engine, it is just a question whether or not the dealer should recommend a 4 or a 5 h.p. engine.

There are at least four things to be taken into account: The increased cost of the larger engine; the relative efficiency of the two engines on the same 4 h.p. load; the increased wear and tear on an engine operated continuously at full load; and the certainty that the larger engine will be able to handle the load with ease even after considerable wear and consequent decrease of power.

The question of first cost of course looms large in the eyes of the farmer, but the question of handling the load is all in favor

of the larger size. The question to be considered is the relative efficiency of the two engines under the 4 h.p. load.

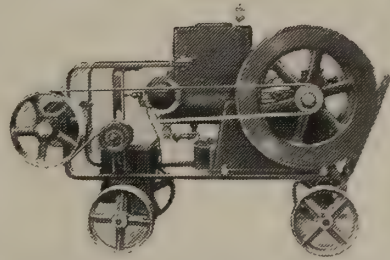
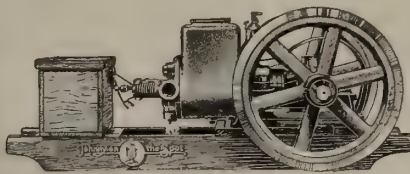
In a paper before the American Society of Agricultural Engineers, D. P. Davies produced some data which is very interesting in view of this query as to relative efficiency in engine sizes. By proof from tests it was found that the standard type of farm engine of the hit and miss governed type was more efficient at a load approximately 67 per cent of its full power than it was at full load.

In other words, it would take less gasoline to accomplish the same work with the 5 h.p. engine than it did with the 4 h.p. engine when the load required the maximum power of the smaller engine.

The economy in gasoline ought to impress the customer, also the saving of wear in the engine; but beyond all it should profit the farmer to buy a machine with plenty of reserve power. A farm engine to be satisfactory must be able to develop full rated power, not for a short period but so long as is required by the work.

Get the Bulk of the Engine Business

with the Gilson "GOES LIKE SIXTY" line of engines. The live line that beats all competition.



Send for our money-making proposition

All sizes. From \$47.50 up.

GILSON MANUFACTURING CO., LTD.

P.O. Box 671

Winnipeg, Man.

Write at Once for Our Agency Proposition OUR "MADE IN CANADA" LINES

The Raymond Sewing Machines

in Canadian homes for generations back, giving satisfaction.

Raymond "Superior" Cream Separators

An entirely different machine from all others; self-balancing bowl.

Peerless Incubators

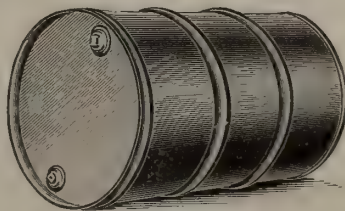
Ask for our book "When Poultry Pays," to be sent free of charge. Our prices are within the reach of every purchaser, and the profits to agents most generous.

WHY NOT INVESTIGATE?

Send a post card to address below for particulars of our proposition to agents.

THE RAYMOND MFG. CO. (OF GUELPH) LIMITED

LOMBARD ST., WINNIPEG



Gasoline AND Oil Barrels

MAX Shipping and MAX Storage Barrels

are made in Western Canada for the Western Canadian trade. They are selling readily in all sections. A liberal profit is being made by dealers who carry these in stock. This is a seasonable article to push.

WRITE TO-DAY FOR FULL INFORMATION.

Winnipeg Ceiling & Roofing Co., Ltd.

MANUFACTURERS.

P.O. BOX 3006 F.I.

Winnipeg, Man.

Can Germany Feed Herself?

Nearly four months ago Germany stated to all whom it might concern that she could feed herself until the next harvest. Like many other Teutonic statements, this assertion may be open to criticism.

Can Germany feed her population until the next harvest? That economic query must be of as great moment to that country as is her capacity to supply men and munitions of war in order to prove to humanity that she is able to abide in the limelight.

We have seen the German Government seize all stocks of grain and flour; prohibit the manufacture and sale of white bread; exhort the Germans to live frugally; and finally raise horrified hands to the heavens above when Great Britain applies a perfectly legitimate blockade to cut

off her food supplies. For those who question the right of this economic step by our Empire, one but needs to point a finger at devastated Belgium—a beggared nation that has become a bread line, to be fed by the charity of America and other nations. How much grain, livestock or foodstuffs think you had any Belgium farmer got left when once the hordes of Germany's army corps had passed? An indemnity is paid, you say. Possibly; but can that farmer (if alive) feed his wife and children (also if alive) upon a scrap of paper payable at the war office in Berlin? Necessity knows no law, and military necessity—the feeding of men and horses off an invaded territory—is too old a feature in history to require explanation. Germany not only butchered Belgium but also consumed any available food supplies that existed. Can Germany feed herself? Will her stocks of flour, wheat and rye last until the next harvest is garnered and threshed?

In 1879 Germany changed over from Free Trade to Protection. She has since developed the policy of protecting home industries into an exact science. Owing to the strength of the "Junker" (land-owning) class in the Prussian Diet, the agricultural industries of that country have had the benefit of protective duties on grain, while the purely agrarian industries have been favored beyond all others in the financial and economic arrangements of Germany's fiscal policy. Yet, in spite of this protection, the agricultural production of the country has not increased in proportion to its population. Let us quote a few words, not from any biased British standpoint, but which ap-

peared in a book issued before the war by the German Imperial Statistical Office. It states that:

"Upon an agricultural area which has in size remained practically unchanged, German agriculture has endeavored to supply a population, increasing in number and wealth, with food in accordance with the increased demand, with the result that food is imported in increasing quantities for the upkeep of the population."

Since this was printed prior to August, 1914, we are inclined to believe it.

Germany's increasing dependence upon imports for the supply of her population with the necessities of life are easily realized by Oppenheimer's last report on the Trade of Germany. In considering the growing excess of imports over exports, let us consider two five-year periods, 1901-1905, and 1906-1910.

In these periods we have an excess of imports over exports as follows:

Type	Years
Vegetable Foods and foodstuffs	1901-1905
Excess of imports	\$283,400,000
Cattle and animal foodstuffs	
Excess of imports	164,450,000
Total, both classes	\$447,850,000
Type	Years
Vegetable Foods and foodstuffs	1906-1910
Excess of imports	\$356,750,000
Cattle and animal foodstuffs	
Excess of imports	201,250,000
Total, both classes .	\$558,000,000

Consequently, between 1905 and 1910 the total value of the excess of imports of vegetable and animal foods and foodstuffs into Germany advanced from \$447,850,000 to \$558,000,000, an increase of practically 25 per cent. In the five-year period, 1910-1914, the food import figures will show a still greater ratio of expansion, since the last figures available (1912) show an increase of \$165,000,000, compared with the increase of imports over exports given for 1906-1910; an advance of 30 per cent with two years of the five still to run.

Therefore, since 1900 Germany

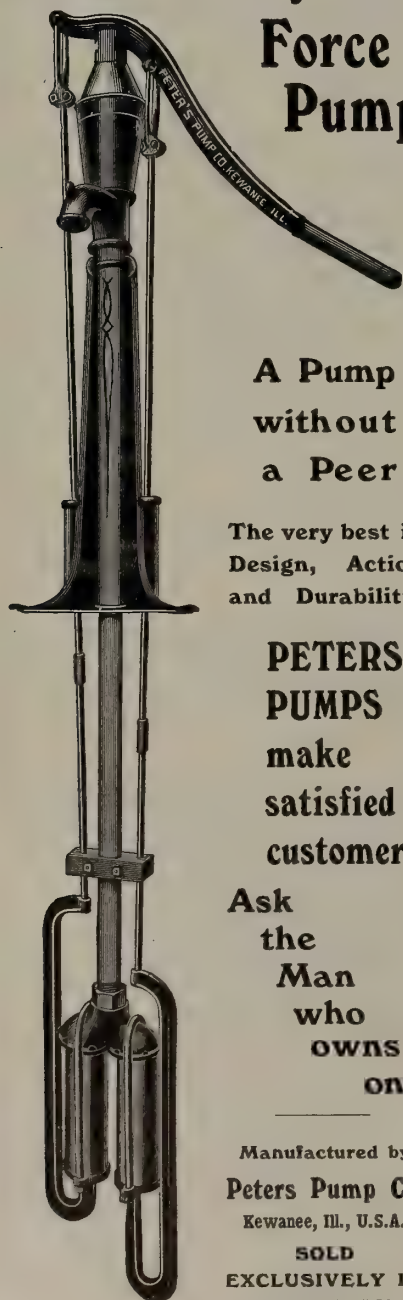
has become more and more dependent upon other countries for the supply of foodstuffs, and that dependence has grown infinitely faster than her increase in population. We hear much of Germany's rye crop, yet in 1912 her exports of rye only totalled a value of \$31,000,000, whereas the wheat imports amounted to \$101,750,000 in the same year. Germany's system of import certificates as applied to corn (wheat and barley) has operated as a bounty system for the production and export of those types of grain for which a ready foreign demand existed, that is rye and oats. This bounty system for rye and oats has led to the neglect of the cultivation of both wheat and barley.

It is very true that the food imports of Great Britain exceed her food exports, with a consequent dependence upon colonial and foreign countries for the necessities of life, but, in spite of submarine blockades and the sinking of merchantmen, Great Britain still has her foodstuffs coming in pretty much as usual. This, we fear, cannot be said of Germany; and the British navy is still "on the job." Germany may have realized the seriousness of her position as regards food supplies and attacked the ships that conveyed those of Great Britain. The latter simply replied by blockading German ports—an entirely justifiable step. If a man drives the baker from your back door it is but human that you endeavor to restrict the supply of his bread.

In conclusion, there is a thought that must occur to every economist in this question as to Germany's power of self-maintenance in foodstuffs. May not all this propaganda of reduced food supplies and talk of starving women and children be simply another deep laid scheme by Germany—a scheme to enlist the sympathy of neutral nations and raise feelings antagonistic to Britain. A nation with so marvelous a military system and organization as the German brain has evolved, a nation who even attends to such minor details as having double buttons on the clothing of its soldiers, would never enter a war of the present magnitude without considering every contingency that might arise. The supply of foodstuffs for the nation is one of the first thoughts of a military organization that faces the possibility of invasion. Germany, we doubt not, thought this well out, and possibly has collected food supplies in quantities that the world knows nothing of. Can Germany feed herself? Time alone will answer that question.

Peters Double Cylinder

Force Pump



A Pump without a Peer

The very best in Design, Action and Durability.

PETERS PUMPS make satisfied customers

Ask the Man who owns one

Manufactured by Peters Pump Co. Kewanee, Ill., U.S.A. SOLD EXCLUSIVELY IN CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary Write nearest Branch House for Particulars

FRAZER AXLE GREASE.



Not affected by Heat or Cold. Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO., FACTORIES: ST. LOUIS, NEW YORK.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.



WINNIPEG, MAN.

Will Oil Replace Coal as Fuel?

The world's production of crude petroleum in 1912 amounted to about 52,921,750 tons, the sources, respective quantities and percentages were as follows:

Country	1912, Tons (2,000 lbs.)	Percentage of Total Production
United States	32,897,060	62.16
Russia	10,174,560	19.23
Mexico	2,910,000	5.50
Roumania	1,987,360	3.76
Dutch East Indies	1,672,000	3.16
Galicia	1,298,620	2.45
India	1,101,450	2.08
Canada	38,750	0.073
Other countries	841,250	1.59

If the whole of this crude petroleum were employed as fuel in steamraising, it would not replace, allowing for its higher thermal efficiency, much more than five and one-half per cent of the world's output of coal, whilst if used in internal combustion engines it would be equivalent, as a source of power, to about 16 per cent of the coal. Only a small proportion, however, of the crude petroleum can be regarded as available for use as a source of power, for by far the larger part is in demand as an illuminating agent and as a lubricant for machinery.

As the United States produces over 62 per cent of the world's production of petroleum, it is interesting to note that Dr. Day, of the United States Geological Survey, considers that, at the present rate of increase of the output of petroleum, the known oilfields of the United States will, on the basis of the minimum quantity of oil obtainable, be exhausted by the year 1935, while, even if only the present output were maintained, the supply would, on the same basis, not last more than 19 years.

In many countries there are, no doubt, vast tracts of undeveloped petroliferous territory, but only drilling can determine this. Even if the available deposits were far larger than there is reason to believe them to be, the cost of doubling the present output would be great. In view of these circumstances, it is not probable that there can be any general substitution of petroleum for coal as a source of power, although there is undoubtedly opportunity for making provision for a larger use of liquid fuel for certain purposes in which its advantages are conspicuous.—W. J. D. in Conservation.

Cleaning the Engine

"Cleanliness is next to godliness" is a good old adage for human observance, and it can be applied with admirable results to the anatomy of the automobile, or any other engine. Some

men claim that an engine runs all the better because it is dirty, but such logic is hard to understand. A motor may give good results when dirty, but it is a sure thing that it will run better and last longer if it is kept clean. Dirt is detrimental to mechanical life as it is to physical life, and the more dirt that is permitted to accumulate on an engine the less will be its efficiency. Consider, for instance, an auto engine. The running parts are ground to a great degree of accuracy, usually to within one-thousandth part of one inch, and if such accuracy is necessary for proper performance, what must be the result if spindle bushings and ball bearings are allowed to clog up with dirt. Grit gets in along with the dirt and cuts up the bearings, greatly to their detriment. In this respect a carburetor is often sadly misused. A carburetor is, in a sense, a breathing mechanism, and the average man can consider how long he would work properly if he had to breathe dirt and dust. Many owners wonder why their carburetors go wrong when they allow them to get dirty, but the reason is apparent when we consider the delicate adjustment of that mechanism. A carburetor should be frequently taken apart and given a bath in gasoline, the liquid to be clean and free from dirt. It will work far better in consequence. Over lubrication is quite unnecessary in the motor, and is one of the most potent factors in making a dirty engine, for the combination of dust and atomized oil will very rapidly make a clean engine resemble a boiler flue.

A Use for Tractors

In districts where sawmills exist to which the logs must be hauled a considerable distance, the tractor raises an opportunity for profitable haulage that is second to none. The haulage capacity is greater and the time saved in handling is a source of revenue to the lumber man. We have often wondered in this respect why the tractor has not replaced the slower and weaker horses or oxen. As a general rule the tractor can navigate the road as readily as can teams, and when we think of a yoke of oxen spending a day hauling a single log to the mill we cannot but come to the conclusion that the tractor, properly demonstrated, will at once appeal with its labor and time-saving qualities to the lumberman who sticks to obsolete methods of haulage.

Grow With Us!

Dealers who handle the old reliable Hart-Parr line of oil tractors, threshers and plows, find it a business winning, trade cementing combination, that gives them the bulge on all competition.

Hart-Parr complete power farming outfits lead in popularity and profitable service to the buyer. They are unequalled for "Step-in-advance" construction, absolute dependability and thorough satisfaction.

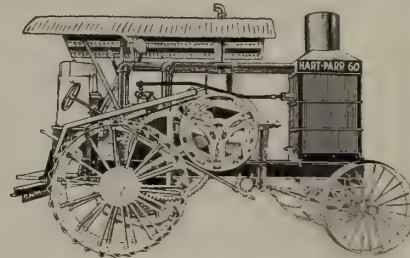
HART-PARR -OIL TRACTORS-

are the skilful creation of oil tractor specialists. They are built in the largest exclusive oil tractor plant in the world. Special equipment, and quantity output, enable us to produce better than usual outfits, at prices that are unusually fair to the buyer—yet net the dealer a satisfactory margin.

The great Hart-Parr tractor plant alone, now covers over 22 acres. Each year sees a noticeable expansion in the various departments. This condition is reflected in the field. Only recently we were obliged to open a new branch at Kansas City, to care for our fast increasing business in the great Southwest. Hart-Parr Co.'s growth is due largely to efficient co-operation with our dealers, honest service to their trade, and the universal satisfaction that follows the use of Hart-Parr products. The name Hart-Parr stands for the utmost in quality, value and service in power farming machinery.

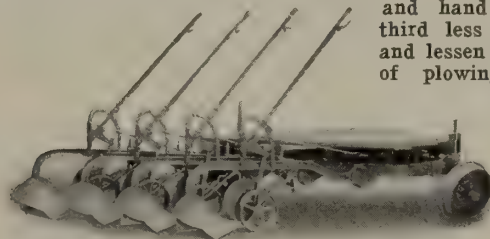
The "Old Reliable" Hart-Parr "60"

is a powerful, sturdy, general purpose outfit, especially ideal for plowing and threshing. It's the daddy of the whole oil tractor brigade. Then there's the equally dependable, all year round 40, 35, 27 and "LITTLE DEVIL" 22 B.H.P. Hart-Parr tractor. You can satisfy every farmer's power needs with a complete line like this.



Hart-Parr Self and Hand Lift Plows

too, are big sellers. Farmers buy them because they are ideal engine gang plows. They are strong and simple, have independent automatic and hand lift features, one-third less parts than others, and lessen the heavy drudgery of plowing.



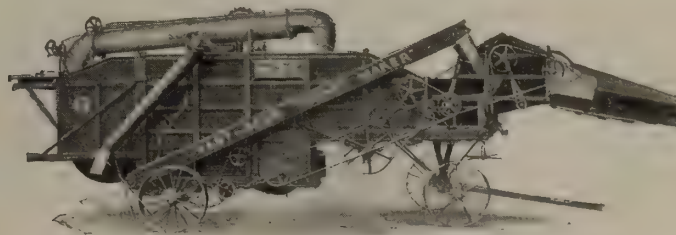
Operator can handle a Hart-Parr Plow right from the engine platform, and save the expense of a plowman.

Hart-Parr "Money-Maker" Threshers

put the grain into the sack instead of the stack. They are double leather belted, double eccentric driven throughout, require less power to operate, and in combination with a Hart-Parr tractor, of proper size, save time, save grain, save money.

Now is a good time to go after the prospects for threshing outfits.

Line up with the line that will make friends and money for you at the same time. But don't delay.



Write To-day for our Liberal Dealer's Proposition covering exclusive territory and let us explain how we help you make sales.

HART-PARR COMPANY

OIL TRACTOR SPECIALISTS

36 Main Street, Portage la Prairie, Man. 1622 8th Avenue, Regina, Sask.
The Chapin Co., 331 8th Avenue W., Calgary, Alta.

Prison Twine Production in the U.S.

Twenty-five years ago the farmers of Minnesota were urging the legislature to make an appropriation for the installation of a binder twine plant at the state prison. In 1890 a committee was appointed to investigate the matter, which was finally reported upon favorably, and, in 1891, \$22,000 was spent on machinery from Ireland, the manufacture of hemp binder twine commencing in the same year. Notwithstanding the fact, says an interesting review in the *Cordage Trade Journal*, that the experiment did not pay, and the hemp and twine machinery was ultimately abandoned, the prison twine business has waxed strong until the present day when there are plants of this type operating in not only Minnesota, but also in North and South Dakota, Kansas, Indiana, Missouri, Wisconsin and Michigan. This year the Minnesota prison twine plant expects to produce over 21,000,000 lbs. of twine.

Kansas has a prison binder twine plant at Lansing, which this year is expected to produce about 3,000,000 pounds in time for the wheat and oats harvests. In that state it is proposed to establish a second twine plant at the Reformatory in Hutchinson, Kansas, for which a bill appropriating \$175,000 is now before the legislature of that state.

The Wisconsin State Prison twine plant, located at Waupun, last year sold about 4,500,000 lbs. of twine. During 1915 it expects to be able to produce at least 6,000,000 pounds, while new machinery is being added to the plant continuously.

The Missouri State Penitentiary, Jefferson City, has had only meagre success in twine production. Last year it sold 409,000 pounds of binder twine. The South Dakota Penitentiary, Sioux Falls, sold 2,505,250 pounds during 1915, and the State Prison

of Indiana, at Michigan City, 2,500,000 pounds during the same period.

"One of the developments of the sale of binder twine by prisons is the discovery that middlemen cannot be profitably eliminated," comments the writer. "In spite of lower prices being offered by the prisons on its twine to farmers, the institutions found that they could not market all of their production, nor even a fair percentage of it, direct to the consumers. Whereas, early laws provided for the sale of the prison product directly to farmers, now the prison wardens frequently speak of the 'protection' that they are according to dealers! This 'protection' sometimes amounts to one per cent per pound. This experience of the prisons ought to teach a lesson to those who are continually preaching of the desirability of eliminating the middleman because of his uselessness."

As the majority of our readers are doubtless aware, no goods, binder twine included, made in prisons outside the Dominion can be sold in Canada, the same law applying to prison production in the majority of other countries.

Fencing Facts for the Dealer

At this season of the year, the farmers of Canada and the dealers who "sell" them are being handed all sorts of advertising "dope" by the manufacturers of various brands of wire fencing. Some statements that are made are based upon facts, some decidedly otherwise.

For example, one maker will tell you that his fence will last twice as long as that of his competitor; another will tell you that his wire will stand three dips in acid solution as against two by that of his competitor; and still another asks you to believe that his fence, made in part of No. 12 wire, will outlast that of any fence made of No. 9 wire. Do such inconsistent statements appeal to

your practical judgment or common sense?

We want you to know the facts. All good fence wire should stand from three to four one-minute immersions in the standard acid solution. Light-weight wire does not take as good a coat of galvanizing as does the larger-gauged wire. Wire made by the open-hearth process is more durable and will last much longer than that made by the Bessemer process. The larger amount of impurities contained in the Bessemer wire make it very susceptible to rust and consequently less durable. There is a limit to the amount of galvanizing that can be successfully applied to fence wire. If too heavily coated, the wire cannot be spliced or woven into fencing without peeling or flaking of the galvanizing, leaving the wire bare, or exposed to rust. Good fence wire must also be uniform in temper, hard, yet tough and elastic.

It is most important of all that you place your order with a reliable dealer who handles a reliable brand of fencing, made in Canada by a manufacturer of unquestioned reputation, and one who is willing to stand back of it with a full guarantee. We suggest that you consult our advertising columns.

The Implement Retailer Leads

"There was a time when the man engaged in selling farm machinery—and then called an agent—was about as far removed from the classification of a retail merchant as any man could possibly be who was engaged in selling goods.

"A machinery agent, in times past, was considered slightly removed from a confidence man. He has now reached a point where, if he is a success, he must be as keen a business man as any in the retail trade."

So spoke Secretary C. I. Buxton in closing his report to the Minnesota Retail Implement Dealers Association. Clearly he defined the necessary characteristics of a successful implement dealer as follows:

"I know of no business where such great changes have occurred as in the retail implement business. There was a time within the memory of many of the dealers present when the implement trade consisted of selling a few seeders and harrows, followed later by mowers and hay rakes, then the binder business with the twine trade which naturally accompanied same; then walking plows with possibly some threshing trade.

"The wagon trade was interspersed throughout the year and some dealers handled a few buggies and windmills, but the principal business consisted of binders, mowers and seeding machinery.

"We now find the implement dealer busy throughout the year. His line has increased and multiplied until he has become an encyclopaedia of knowledge so far as it relates to the use of all appliances to aid in farm work.

"He must be an accountant to figure his costs and keep his books. A good salesman he certainly must be if he wishes to succeed. Good buying ability must also be developed, or someone else will run this part of his business for him—and not to his advantage. A gas engine expert he must be in order to properly handle this department of his business. He must qualify himself in electricity in order that he may be prepared to take advantage of the coming use of electricity on the farm, as well as look after this feature in the conduct of his automobile and gas engine trade.

"He must have a thorough knowledge of farming in all its details else he is not in a position to talk intelligently with his farmer customers. Further, he should have sufficient breadth of mind to meet the men engaged in the same line of work in his own and neighboring towns as brothers and this is being accomplished, in a large measure, through the aid of state associations and the local clubs.

"Consider what I have said about the implement retailer and then take off your hat to the man who is engaged successfully in the retail implement business and admit that he stands in the front ranks among retail merchants."

Why Jim Quit

The following is from the *Slough-Bottom "Argus"*:

"Jim Slocum, whose father and grandfather, not to mention uncles, cousins and far-off relations of the family, has been doing a retail business in this community for about three quarters of a century, has decided to locate in some other town. He is afraid to stay any longer near the tombs of his forefathers lest a rotten limb may fall from the family tree and break his contract."

Possibly you may have noticed that many a young man's success in life was due to the fact that his father was poor.

PEERLESS ORNAMENTAL FENCING


It's Made of Heavy Open Hearth Steel Wire

with all the impurities burned out and all strength and toughness left in. Heavily galvanized. Every intersection is locked together with a Peerless clamp. Top and bottom wires of Peerless Poultry Fencing are extra heavy—extra strong. Consequently fewer posts are required. Peerless fencing can't sag—can't rust—can't get out of shape—can't help giving absolute satisfaction.

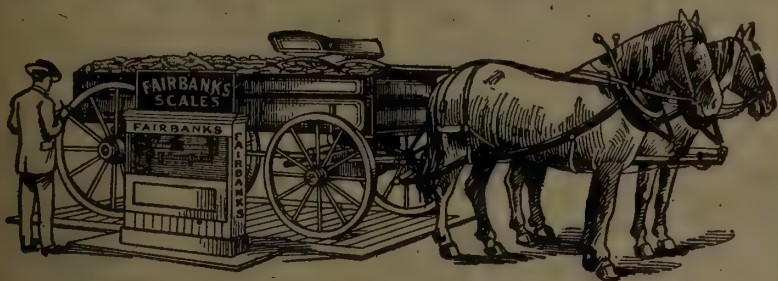
You can sell our fence with a clear conscience and make money, too.

Send for our dealer's proposition. It's attractive. It will interest you. It's well worth a stamp. Send today.

The Banwell-Hoxie Wire Fence Co., Ltd.
Winnipeg, Man.
Hamilton, Ontario



FAIRBANKS SCALES



Made in Canada

No farmer should deal in uncertainties. Why not be as methodical and businesslike in farm dealings as is the merchant in his? In other words, check weights with scales of his own.

Let him take the trouble to keep a detailed record of results, and he will find that a scale will, in a comparatively short time, pay for itself in actual saving of dollars and cents—besides, it will enable him to earn additional profits in many ways. Other equally strong selling arguments for

Fairbanks Scales — the Standard Weighing Machines for all the World

The cut above shows a Fairbanks Wagon Scale—but the full line includes scales for every purpose. The Dominion Farmer's Truck Scale is a handy, profitable investment for any farm while the wagon scale either of the pit or pitless type is specially advantageous where two or more users club together.

Write us for Prices, Terms and Cost of Installation

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30 and 30-60 H.P.; Oil Engines, Portable and Stationary, 1 to 500 H.P., for all purposes; Marine Engines, 2 and 4 cycle, 3½ to 100 H.P.; Binder Engines, adapted to all makes of binders; Hand and Power Pumps for every purpose; Truck and Pitless Scales, specially designed for farm use; Electric Lighting Plants, suitable for country residences.

FAIRBANKS-MORSE ENGINES

are needed on every farm for crushing, grinding, pumping, wood-sawing and general work of all kinds.

The Fairbanks-Morse Engine can be depended upon every day in the year, and every hour in the day, regardless of the weather—because 35 years' experience and a million-dollar Canadian Factory are behind it.

Over 160,000 Fairbanks-Morse Engines are in successful operation—over 90% of all Fairbanks-Morse Engines manufactured are still in active service.

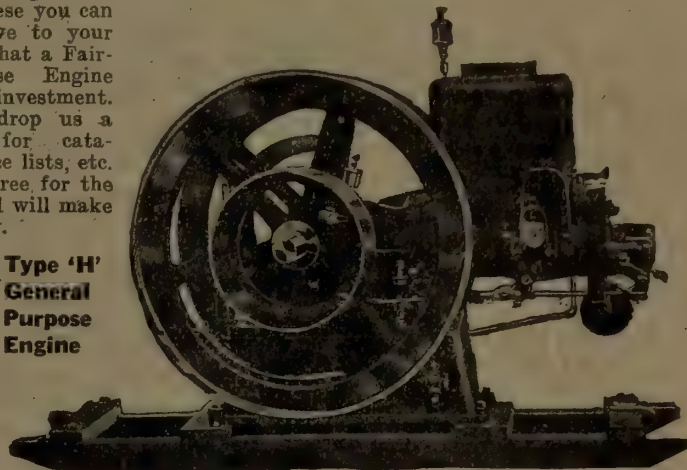
They are the cheapest engines in the world, if you consider total cost throughout their exceptionally long life, for, amongst other things, they use 20 to 50% less fuel than other makes.

Engines of the quality of workmanship and material embodied in the Fairbanks-Morse cannot be produced by any other manufacturer at prices as low as we are now able to quote.

With arguments such as these you can easily prove to your customer that a Fairbanks-Morse Engine is his best investment.

Merely drop us a postcard for catalogues, price lists, etc. They are free for the asking, and will make you money.

Type 'H' General Purpose Engine



The Canadian Fairbanks-Morse Co., Limited

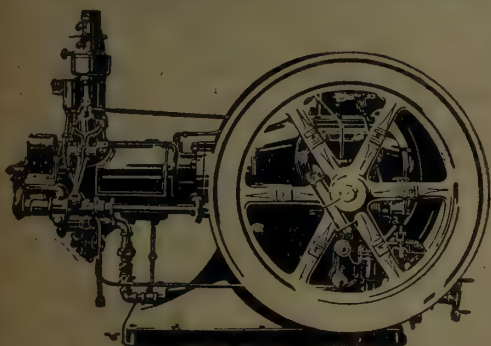
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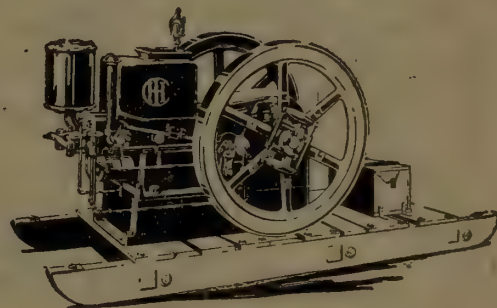
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JOIN THE I H C ENGINE SELLERS



WE could point out to you, offhand, various men selling farm machines whose biggest force in building up trade and lasting good will among the farmers is one of the International Harvester Oil Engine lines—Mogul or Titan. They know that when an I H C engine is sold they can count on a good string of sales to follow. Profits grow out of satisfaction. I H C engine profits continue to come in all the years the engine runs, and longer. I H C engine agents look ahead.

With this line they build up future possibilities in sales. Here, where a year or two ago they planted an engine on a farm, to-day they add another machine to be run by the power of that same engine. Or they replace some worn out machine for the owner, in whom the faithful engine has been fulfilling one of its principal duties—piling up confidence in the agent.

They pick, on the territory, farmers who are losing money because they have no engine to help them. Then they pick the right type of I H C engine and—by wise salesmanship and wise advertising—bring the two together. Join the sellers of International Harvester engines for 1915.

International Harvester Company of Canada Ltd.

BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.

BRISCOE

\$1,150 F.O.B. WINNIPEG

Completely Equipped. Nothing More to Buy



Briscoe

5-Passenger Touring Car and 3-Passenger Roadster. Including electric self starter, electric lights, one-man top, speedometer, windshield, etc. Complete equipment.

The Briscoe

was sure of success because it was not made in a hurry. Men who know American methods of engineering—men who had built successful cars before—designed and built the Briscoe under the best known methods and practice suited to a car of moderate size and light weight.

It is the "Car with the trouble left out"

A really well-built, high-grade light car—of as fine materials, of as assured reliability, as highly finished, and as thoroughly out of the ordinary, low value class, as are the highest-priced cars.

A Liberal Contract

is offered all responsible, live-wire dealers. Best territory is being allotted fast RIGHT NOW. Better get in touch with us without delay.

Joseph Maw & Co., Ltd.

FACTORY REPRESENTATIVES
WINNIPEG

Bull Dog Fanning Mills

General purpose machines. Will clean wheat, oats, barley, timothy, or any grain with equal facility. Tested, tried and proven. We absolutely guarantee that they will satisfy even your most critical customer.

GALVANIZED WIRE SCREENS

Rust proof, will last a lifetime. A feature found on no other grain cleaner. Thirteen sieves and screens furnished with each mill. Zinc sieves are supported by underlying steel strips; strong, cannot sag. Note double drum construction. Automatic feed insures an even flow of grain.



The 40-inch Power Bull Dog, with Wagon Box Elevator.

MADE IN THREE SIZES

24, 32 and 40-inch Sieve Widths

We illustrate the 40-inch power Bull Dog with wagon box elevator, which raises grain into a wagon box or bin 8 or 10 feet high. We carry over one hundred grades of screens and sieves, giving an unequalled range of capacity. Your customers can conserve feed and save grain dockage by the Bull Dog. The economy effected pays for it in a single season. Write to-day for prices and particulars of our seed cleaning and grading machinery. It pays to handle our line.

Twin City Separator Co. Ltd.

179 Bannatyne Avenue, E.

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Steel Buildings—Steel Granaries

WE are manufacturing in Winnipeg the best line of steel granaries in the market. Absolutely flax tight. Can be used all the year round, as our large size has an eight foot door so that when not in use as a granary it can be used as an implement shed, storehouse, garage, etc.. It also has a movable partition, which will enable your customers to store grain in as large a space as desired, using the rest of the building as a storehouse. Built in three sizes:

Capacities: 650 Bushels; 1,150 Bushels, and 2,850 Bushels

Retail at less than the cost of lumber

PORTABLE GRAIN ELEVATOR

Our portable grain elevator is the best on the market. Runs by hand, on ball bearings. Will load from granary to wagon, or wagon to car, at the rate of 150 to 200 bushels per hour.

We have prospects in your district NOW. Do you want a money-making Contract?

The Prairie Grain Tank Company

INDUSTRIAL BUREAU

WINNIPEG, MAN.

CANADIAN FARM IMPLEMENTS

VOL. XI., No. 5.

WINNIPEG, CANADA, MAY, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
Per Copy, 10 cents.

UNION BANK OF CANADA

Established 1868

HEAD OFFICE WINNIPEG
Paid-up Capital.....\$ 5,000,000
Reserve Fund.....3,400,000
Total Assets, over.....80,000,000

Hon. President—SIR WILLIAM PRICE
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Vice-Presidents

R. T. RILEY, Esq. G. H. THOMSON, Esq.
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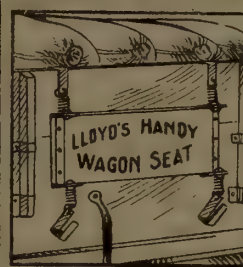
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This bank, having over 320 branches in Canada, extending from Halifax to Prince Rupert offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch: D. M. NEEVE, Mgr.; Portage and Garry Branch: F. J. BOULTON, Mgr.



The Wagon Loaded

Lloyds Low-Down SPRING WAGON SEAT

Sells on sight. Takes up no box space. Slung low, giving perfect control of the team and protection from the wind. Made of the best materials. Light, strong, durable. Why not order your Wagon Boxes without seats, and let us quote you the prices for the best seat on the market. Write to-day—the price is right.

WAWANESA WAGON SEAT CO.
WAWANESA, MAN.



Going Home

Watson Barrows—Built to Last

Our Wheel Barrows, for general and stable use, are known all over Canada



Made only of the best materials. Strongly braced and rigid. Finely finished.

Nos. 1 and 2, as illustrated, have strong 20-inch steel wheels. No. 1 (medium) has 9½ inch solid or removable sides, no tail board. No. 2 (large) has 12-inch removable sides, also removable tail board. Knock down for shipment.

Weights: No. 1, 65 lbs. No. 2, 77 lbs. Have you seen our Stable Barrows. Made of good, solid material, strongly braced. 15-inch removable sides.

A Postal Card will bring you full particulars of our famous Wheel Barrows and Trucks

THE WATSON LINE INCLUDES

Feed Cutters (seven styles)	Pulverizers	1½ H.P. Engines
Roller Crushers	Grain Grinders	Harrow Carts
Wood and Pole Saws	Horse Powers	Whiffletrees
Barrel Skids	Boss Steel Harrows	Pump Jacks
Farm and Bush Sleighs	Root Pulpers	Bevel Jacks
Wheel Barrows	Light Delivery Sleighs	Warehouse Trucks
Boss Wood Harrows	Channel Steel Harrows	Push Carts
Hand and Power Washing Machines		

WE CARRY REPAIRS FOR

Moline Plows and Disk Harrows; Monitor Drills; Mandt Wagons and Trucks; "National" and "Mandt" Manure Spreaders; Adriance Binders, Mowers and Rakes. We also handle Janesville Plows, Disk Harrows, etc.

Write for our Latest Catalog

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

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An Attractive Agency Proposition AWAITS YOUR APPLICATION

The Portable Corrugated Granary that has stood the test for 10 years and proved its worth to thousands of Western Canadian farmers. You can sell these at a nice profit and with confidence because both you and your customers can prove what they have done.

WRITE FOR LITERATURE AND TERMS.

Winnipeg Ceiling & Roofing Co., Ltd.

Manufacturers of Sheet Metal Building Goods

P.O. BOX 3006 G. Winnipeg, Man.

Three Big Trade Winners

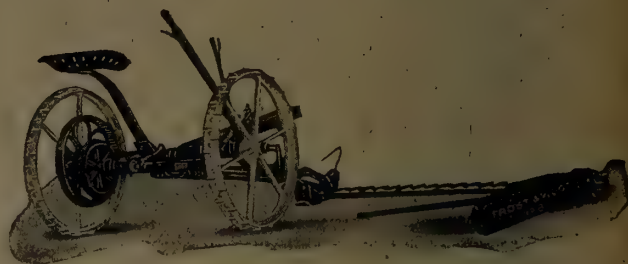
With Prospects Bright for a "Bumper" Crop
there will be a brisk demand for these lines

SELLING Frost & Wood Mowers, Rakes and Climax Cultivators is always a profitable business—because they stay sold and bring their owners back to your warehouse for other kinds of implements of a similar **QUALITY**. The experience and judgment of a firm with three quarters of a century's experience with Canadian conditions is behind all Frost & Wood Farm Implements. They are made in Canada for Canadian Conditions and by Canadian Workmen.

Frost & Wood Mowers

SMOOTH-RUNNING AND DURABLE

The Cutter Bar is driven by **INTERNAL Gears**. "Lost motion" is completely done away with — tooth wear and friction reduced to the lowest point. **ROLLER BEARINGS** at every vital point make this Mower unquestionably the easiest running machine of its kind on the market.



Champion Rakes

THE MOST DURABLE OF ALL RAKES

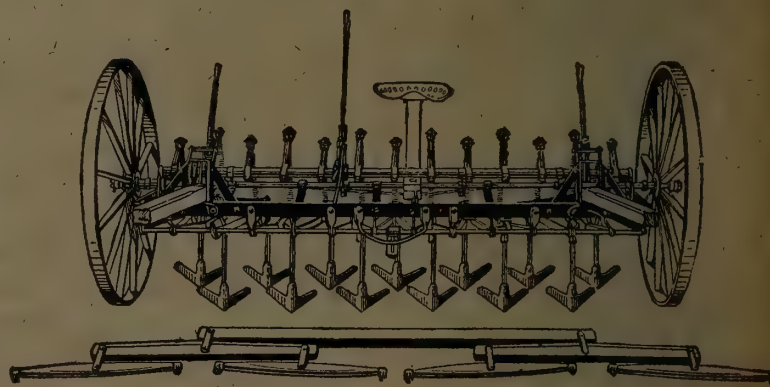
The Frost & Wood "Champion" is built to last a lifetime—even with the most strenuous usage. Angle steel frame—staunch steel braces—spring steel teeth, all carefully tested—steel, staggered spoke wheels—that's the way we build the Frost & Wood for **SERVICE**. All parts are rivetted—they won't fall apart like bolted parts.



Climax Cultivators

THE GREAT WEED DESTROYERS

Climax Cultivators are recognized all through Western Canada as the best weed destroyers on the market. Farmers are realizing more and more the great loss occasioned by weeds on their farms. Have the means at hand to meet their demand for satisfactory Cultivators to combat these pests. The "Climax" has stiff teeth which dig out roots and all—or when fitted with Thistle Points—with their wide 5-inch overlap—are unsurpassed for shallow cultivation and weed cutting. The most popular cultivator on the market for summer fallowing.



There are many reasons why you should handle these lines—the chief one is that they will bring you big, profitable business. Write our nearest office for full particulars and literature, or ask to have our traveller call.

Cockshutt Plow Company, Limited

BRANCHES AT

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CANADIAN FARM IMPLEMENTS

Vol. XI., No. 5

WINNIPEG, CANADA, MAY, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

Handling the Hay Crop Economically

In all the propaganda advanced for increased production, little mention is made of the importance of our West Canadian hay crop. Often entirely overlooked by economists, under-rated by many farmers themselves, the majority of us do not recognize the value of the hay crop in the West. The horse owner in the city buys hay for his horses, yet in many cases could not tell you what a hay loader, stacker or baler was, were you to ask him.

The amounts of seed to sow vary with soil and climatic conditions, and the character of the hay sought. Thick sowing increases fineness; thin sowing coarseness. In some areas it may be necessary, through dryness, to sow thin so as to give enough moisture to each plant. On loam soils where the weather is moist much of the season, grass and clover seed will not of necessity require other covering than that given by allowing them to fall before the grain drill tubes, or rolling the ground where the seed is sown by hand. In other areas, where conditions are dry, a stroke of the harrow in addition is often beneficial. Sorghum, kaffir corn and millet should be buried one to two inches according to the soil and its condition at the time of sowing. In sowing clovers alone, the amounts suited to average conditions would be: Alfalfa, fifteen pounds per acre, in semi-arid country not more than eight pounds; medium red or mammoth clover, twelve pounds, alsike clover, five or six pounds. Timothy or red top sown alone would require, on an average, nine pounds. When timothy is sown with one or more clovers, the average amounts may be fixed at: Timothy, six pounds, and the clover or clovers, six pounds in all. This last combination is the great standard hay crop. Orchard grass, tall oat grass, Russian brome, or Western rye grass, when sown alone, would require an average of fifteen pounds per

acre, and when two or three are sown together proportionate amounts may be sown. The amounts specified, in all instances, relate to the growing of hay; for pasture more seed may be necessary.

Harvesting the Hay Crop

Later than a hundred years ago the primitive sickle was generally used when cutting hay; later the sickle was replaced by the man-driven scythe. The hay was raked by hand and pitched into

of the blooms are opened; all the clovers when approaching or at full bloom. They will then have some heads beginning to tint brown. If cut sooner than this stage, alfalfa and red clover will be hard to cure; if cut later there will be a loss of the leaves in the curing process. Timothy is best cut when in the later stage of bloom; if cut when in full bloom the adhering blossoms make a dusty hay when cured. Red top and Russian brome should be cut

is more directly concerned with the various implements necessary for the handling of the hay crop. Generally speaking, the implements for cutting hay are the mower and the binder.

In the reaper was first developed the principle of the reciprocating gear-driven knife, and this design was also applied to a machine for cutting hay. From this fundamental reaping machine design all grain-cutting machinery has, more or less, been evolved. As years passed many improvements have been added, and designs are still being improved. Ball bearings, less complex gear systems—such as the internal gear—better knife guards, greater facility in adjusting the knife to suit the individual condition of the field; and improved balance so that the weight of the machine rests more on the wheels and less on the haulage animals, are all mechanical improvements that have meant a great deal in the saving of time and labor in the harvesting of the hay crop.

Regarding the Rake

From the sickle to the modern mower is a considerable step, but no less marked is the development of the rake, when one considers how a man with a webbed belt over his shoulders used to laboriously drag a hand rake across the field. The horse rake became an actuality, obviously at first crude, but later more practicable and efficient. When cut with the mower, the hay lies until ready for being raked. The time can be told by the ease with which it can be raked clean into windrows. When too green for being drawn together, bunches of hay will fall back from the ends of the rake and it will pull heavily. Drying of the crop can be greatly facilitated by running the tedder over the field once or twice within a few hours of the cutting, or at least on the same day on which cutting takes place. Formerly hay was "cocked," dried, and then drawn



Stock Feeding on Prairie Hay in the Stony Plains District

the wagon by laborious manual effort. Let us look for a moment at the points most valuable in the harvesting of this crop.

Hay must be harvested at the proper season. If cut too soon, there is a great loss of nutrients through loss in bulk and weight. If cutting is delayed over long, there is a great loss in palatability, also in digestible nutrients. The loss from late cutting is least from crops that produce only one cutting in the season, the greatest loss from the crops that produce more than once. Alfalfa and medium red clover are of the last named class, hence delay in harvesting these is followed by serious shrinkage in the crop in addition to loss in feed value because cut at too advanced a season.

Alfalfa is best cut when probably not more than one-third

when in bloom. Orchard grass, tall oat grass, and western rye grass are best cut when in the early stage of bloom, as they rapidly become fibrous and lose their palatability. When clovers and grass are grown in combination, there should be little difficulty in determining the time at which cutting should take place when they mature all at the same time. This is true of mammoth and alsike clover, timothy and red top. For cutting these clovers the best time is when the timothy and red top are in condition for cutting. Experts state that the best time for making clover hay is when the clover hay predominates; for making timothy hay when timothy predominates—as it usually does the second year.

Hay Cutting Implements

While the foregoing may be useful to the implement dealer, he

into the barn. The crop thus treated was sun dried, in fact bleached, so that by spring it was often largely dust. Research proved that air-cured hay contained more feed value than did summer bleached hay, and the tedder replaced the one-horse rake. With the tedder, the treatment on the same day as cut, finally hauling to barn or stack

from the swath, and the combination swath and windrow loader. With the first type of implement the driver can not only attend to the team but can look after the loader at the same time. The swath and windrow loader is an excellent factor in the hay harvest, for no matter what the inequalities of the ground surface, it picks up the hay cleanly and

took up comparatively little space in relation to their value as feed. A given quantity of hay, when baled, occupies only about one-fifth the space required by the loose product—a valuable factor when one considers the small storage space usually available in connection with a livery or private stable in a city. Live stock experts claim that baled hay

machinery in his district, he is giving the community hay conservation that means a direct saving in time, labor and quality—factors easily calculated in dollars and cents.

The Value of the Spreader

When spreading manure by hand, it is impossible to avoid heavy spreading. The manure cannot be so thinly and evenly spread as with a good spreader. Even the best hand spreading gives some plants altogether too much manure, while others get none. A manure spreader not only spreads manure more evenly, but it will make a given amount of manure cover more land than where hand spreading is practised. Under the old system of hand spreading, the top-dressing of field crops was practically out of the question. Since the introduction of manure spreaders, however, extensive experiments have been made along this line. It has been found in a majority of cases that manure applied as a top-dressing after the crop is in, and frequently after the plants have appeared above the ground, is of much more value than when plowed under. When applied as a top-dressing, it has a double action. The first rain carries the fertilizing constituents down into the soil directly to the roots of the plants. Then the top coating has a physical action in that it serves as a mulch to prevent the drying-out of the soil. In the case of fall-sown crops, it acts as a protection in winter. Doubtless there are conditions under which top-dressing may not be the best method, but in most cases it will be found to give the best returns.

One of the hardest and most disagreeable jobs on the farm is the spreading of manure by hand. Where a spreader is used, the work takes on considerable interest. In the past, much valuable manure has been wasted owing to the distasteful nature of the work necessary in handling it and the inability to secure sufficient help. A man or boy with a good spreader can do the work of four or five men and do it much more thoroughly. Few machines for the farmer's use effect such a saving of time and labor. Viewed from this standpoint alone, the manure spreader is a good investment. When it is remembered that it will soon pay for itself out of the actual increase of crops, it can be safely said that no implement could offer greater inducement to the wide-awake farmer of to-day than the modern, improved manure spreader.



Hay Harvest in Northern Saskatchewan. These Farmers Realize the Value of the Hay Crop

before night, gave a hay that was thoroughly air-cured, rich in color and evenly dried throughout. The side delivery rake aids greatly in the quick drying process. If the crop is kept unraked until browned by the sun, the loss of leaves and palatability is great—especially in the case of an alfalfa crop.

The side-delivery rake, like the tedder, allows the air to circulate freely through the crop, yet leaves it in windrows, eliminating the necessity of the old-fashioned cocks where the hay was left to "sweat" so as to complete the curing process before haulage and storing. This method of curing hay makes a good crop but is a costly process on a large scale. For the sake of economy, clover can be cured in the swath and windrow, as is the common method of handling alfalfa in dry districts.

Replacing the Pitchfork

In the storing of hay the implements that come into use are the wagon, hay loader, hay sweep or bull rake, the sling and the stacker. Possibly the pitchfork and the pump have done more to raise an ardent desire for city life in the bosom of the farm lad than have any other factors. The hay loader has been produced in two distinct lines: as the rake hay loader, elevating the hay directly

without any tangling or mixing up.

The sweep rake, with its long, powerful teeth, is a splendid invention, and with it goes the stacker. The rake, with its load of sweet-smelling hay, is driven along to the stacker, the teeth over-lap—the rake backs off while the hay remains on the stacker—and without the aid of manual labor the unwieldy mess of hay is sent to the top of the stack. Some stackers swing the hay around like a cargo derrick, while the stacker of overshot design throws it up as dirt is flung from a shovel.

Making the Hay Crop Transportable

It is obvious that hay would be a great problem for the railroad company to handle if shipped in the loose as it comes from the stack. With its great bulk and lightness it would require great cubic capacity, yet have very little weight. Before the evolution of the hay baler, no one can calculate the thousands of tons of good hay which, within easy access of a market, were allowed to waste because impossible to transport.

Again the ingenuity of the engineer solved the problem, and in a few years hay was being shipped everywhere; box cars were packed with trim little bales which were easily handled and

retains from 30 to 50 per cent more nutriment for horses than does loose hay exposed to all weathers.

For Future Consideration

While the farmers of the Canadian West have, in many cases, not thoroughly realized the value of the hay crop, there are also a few dealers who only consider hay machinery as a line that need not be thought much of beyond the necessary sales of mowers and horse rakes. It was the manufacturer who really first drew attention to the value of the manure spreader, and in like manner it is being left for the manufacturer and dealer to point out the value of modern haying machinery. Implement factories have done much to develop the hay business of this country, and to make evident the increasing attention given the value of hay at the present time. When all are striving for increased grain production, it will be an unwise farmer who will forget that feeds also will have a value that is worthy of consideration.

Many well-known lines of haying tools are now manufactured, each with their special features of excellence. By studying the lines produced by different factories, it should be an easy matter for the dealer to choose the line that appeals to him most; and by increasing the use of modern hay

Twin City Separator Co. will Occupy New Premises

It is always an encouraging sign when a business concern outgrows its location. Growth indicates prosperity, and the popularity of the goods that the firm produces. Such a concern is the Twin City Separator Co., of 179 Bannatyne Ave., Winnipeg.

On June first this well-known organization will vacate their present premises, and will take over the factory and offices previously occupied by the Ideal Fence Co. The new premises of the Twin City Separator Co. are located just off Logan Avenue West, at the corner of Catherine and Quelch. They embody a well built two story building with roughly 36,000 square feet of floor space. The premises are excellently adapted to the requirements of the company, being very commodious and arranged so as to give the requisite room necessary to building the grain cleaning machinery produced by them.

Excellent shipping facilities and railway trackage by the factory will be of the greatest assistance in making speedy shipments and in receiving the raw material. Throughout every department of the business the greatly increased floor space will be just what is required to still better the service to its patrons, a factor which is synonymous with the goods sold by the Twin City Separator Co.

In connection with the widely known "Bull Dog" Fanning Mills in all sizes, the new Twin City Wild Oat Separator and the "Bull Dog" Gasoline Engines, dealers can be assured that orders will be filled with the utmost dispatch from the large stocks which will be carried in the new factory and warehouse. That the company has outgrown its present location testifies to the popularity of its goods among the farmers of the Canadian West. Mr. Grout, the capable manager of the company, will welcome implement dealers who happen to be in the city, and will have pleasure in showing them over the new headquarters of the company on and after the first of June.

Russia Requires Agricultural Machinery

The British Consul at Riga, in the Baltic provinces of Russia, reports that a special committee of the Russian Ministry of Agriculture has made the following estimate for the immediate demand in Russia for machinery and implements. Types required follow: 120,000 to 150,000 plows;

7,000 cultivators and spring harrows; 2,000 disc harrows; 1,000 field harrows; 3,000 to 4,000 threshing machines; 15,000 to 20,000 horse rakes; 6,000 to 8,000 sorting and cleaning machines; 4,000,000 scythes; 500 tons of spades and shovels; 500,000 to 600,000 hay rakes.

In view of the fact that machinery importations are considered impossible at the present time, several Russian firms are now endeavoring to manufacture various types of machines them-

selves. After the war the demand will be enormous. At the present, and until shipment via the Dardanelles is possible, the only trade route possible is across the Pacific to Vladivostok, and then across Siberia by the Trans-Siberian railway. This means a very long freight haul for goods to supply the necessities of Russia in Europe.

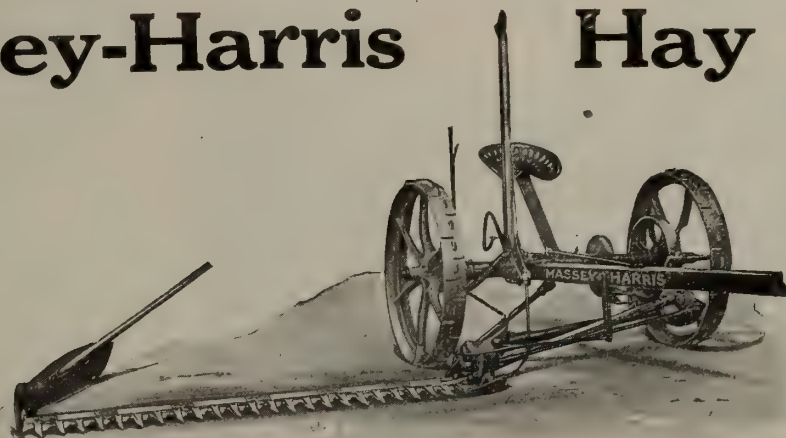
Physiognomy is an interesting study, but many a man has a long face when he is really short.

Man—Analyzed

The following terse analysis of mere man came from the pen of a school girl:

"Men are what women marry. They drink and smoke and swear, but don't go to church. Perhaps if they wore bonnets they would. They are more logical than women and also more zoological. Both men and women sprung from monkeys, but the women sprung further than men."

Massey-Harris Hay Tools



NEW No. 21 MOWER

Wider Tread than on any other Mower—ensuring steady running and overcoming side-draft.

New Simplified Lift—Attached direct to the Frame. Pole may be removed, without affecting the Lift or any other parts.

Push Bars are especially heavy and stiff, have Screw Connections at both ends and both ends are machine-fitted.

Improved Clutch and Throw-out Device.

Hinged Coupling has long broad Bearings and heavy Pins, doing away with any looseness of the Bar.

Lift Spring is placed at the rear, giving a direct connection and is easily accessible for adjusting.

The Sections are longer than on any other Mower, giving longer cutting edges and greater clearance.

SIDE-DELIVERY RAKE and TEDDER



Can be changed in an instant from Tedding to Raking and satisfies the most exacting in either capacity.

Made almost entirely of Steel, has Strong and simple Gearing and in every way will be found up to the mark.

HAY LOADER

Simple in construction and effective in operation.

Yields automatically to any obstruction or unusual volume of hay.

Places the hay well forward on the load.

Its motion is steady and constant.



Massey-Harris Co., Limited.

Winnipeg, Regina, Saskatoon, Yorkton,
Swift Current, Calgary, Edmonton.

Agencies Everywhere

Making the Cream Separator

As the dealer expatiates on the merits of the cream separator as it stands upon his sample floor, he is, in many cases, unaware of the remarkable exactitude necessary in the production of these machines, of the tests they undergo and of the clear running system that must be part of a successful cream separator factory if it hopes to supply the demand for its product. A visit to the Poughkeepsie factory of the De Laval Cream Separator Co. is a revelation to the man unversed in modern machine shop practice. Here will be seen the most modern types of machinery for the production of high-grade repetition work. Surface grinders that grind hardened spindles to within a quarter of a



Modern Machines for the Production of Repetition Work.

thousandth part of an inch, gear, cutting and gear developing machines, presses, milling machines, and automatic screw machines, a perfect medley of polished steel and whirring belting!

Here is a gear cutting machine, cutting teeth on a number of gear blanks centered on a spindle. One cut is taken, the full depth of a tooth, and the sides of two adjacent teeth formed, then the blanks automatically turn a slight part of a circle and the operation is repeated—and so on until the complete gears are taken from the machine, practically ready for heat treatment. In another machine a cutter set at an angle assiduously chews its way through a spindle of steel set between two centers. Look closely and you find that it is developing a worm gear—a job that must be mathematical in its accuracy. Separator parts are located in jigs and fixtures and drilled, milled or formed. Every operation speaks of the scientific adaptation of modern machine work to the accurate production

of part after part of the same thing, each gear, pin, spindle or bowl being as much alike as two peas. Nay, more so, for peas may vary in size but separator parts must not!

After watchmaking and the construction of modern air drills and hammers, there is no class of machine work more accurate than that necessary in the production of a high speed mechanism like the cream separator. Accuracy—not that definable by human vision

—is imperative. Sensitive apparatus is used that shows the smallest variation of an inch, and without these no mechanic could gauge so minute a difference as the half thousandth part of one inch.

This exactitude is necessary, when one considers that the parts of a separator bowl must spin at from 7,000 to 8,000 revolutions per minute, and cream would be wasted with every revolution of the spindle unless the parts were finished as accurately as the best machinery and most skilled mechanics can make them. Should the gearing be in anything but perfect alignment, should the mesh of the gears be not exactly right, should each component part of such a high speed machine not be perfect in size and fitting properties, the mechanism of the separator would be noisy, would soon wear out, and the bowl would be out of balance so that clean skimming would be an impossibility. Furthermore, the machine itself would very quickly

show signs of wear, owing to the friction due to operation.

The cream separator is one of the most highly developed instances of "repetition" work upon the mechanical market to-day. In a machine shop sense, "repetition" work means the production of parts of a similar nature with so much accuracy that they are absolutely interchangeable. Any repair part in a separator would be useless were it necessary for the purchaser to fit or file it in any way. Hence the necessity for the component parts of the separator to be as near alike in size as mechanic, machine and measurement can make them.

Some De Laval Separator parts, like the worm screw spindle, for example, must be finished to dimensions of one-four thousandth part of an inch or else, when it is in mesh with the worm wheel, it will not spin the bowl mechanism as silently and efficiently as it should.

Just contemplate this measurement of one-four thousandth part of an inch! One-four thousandth part of an inch is one-twelfth part of the thickness of a human hair.

With such a system of accuracy, a highly efficient staff of inspectors are necessary. One part may require six or eight different machining operations. Each operation is done separately and inspected for size at each step, as if an error occurs in the first operation—say, turning—the part is at once "scrapped" and no further work done upon it. On the drawings, the sizes specified must be rigidly adhered to within certain infinitesimally small variations above or below the dimension given—a "tolerance" of .00025, or one-quarter thousandth of an inch, is, one must admit, not much of an allowance to deviate from.

Armed with gauges, micrometers, limit gauges, thread, plug and taper gauges, the inspectors go over every part, looking for flaws and inaccuracies after each machining and grinding operation in shafts, spindles, bushings, worm wheels, gears, etc., promptly rejecting any part that is off size to the fractional part of one-thousandth of an inch.

In the final inspection department, the machine, when assembled, is set up for running exactly as it would be in a dairy or creamery. First it is run by hand to see that all parts are working in perfect harmony, also to determine its capacity and skimming ratio. Then an electric motor drives the machine for tests to prove the exact power required to operate it.

What, then, is the necessity for

this mechanical accuracy? The answer is easy! When the De Laval agent in far-off Saskatchewan or Alberta receives a repair it can be at once fitted into place without a moment's trouble. Made in every respect like the broken or worn part, it falls into line immediately and without trouble, taking up its individual load and function in the operation of the cream separator.

The Necessity for Barn Equipment

Every farmer ought to know, as well as the dealer in barn equipment, that it is wisdom to build a dairy barn that will last, even if it costs a little more. Why erect a structure that will be a constant source of trouble, worry and repair bills? A dealer who specializes in barn equipment recently gave his customers some very terse hints in a letter that ran, in part, as follows:

"A concrete floor and steel stalls and stanchions will last as long as you will need a barn. Also this combination will last as long as your sons will need a barn. Build a good barn, equip it with steel stalls and stanchions (wood stanchions if you prefer them), and you will be prepared to start out with dairy cows. Then you will need a litter carrier. You know that cleaning out a barn is a hard task when you are obliged to use a wheelbarrow to freight out the manure. The litter carrier has solved one of the dairyman's problems, viz., removing the manure quickly and easily. The sanitary barn is the clean barn. The litter carrier makes the clean barn possible. The task of handling the manure amounts to practically nothing when the litter carrier is used. You can have your manure spreader outside in position so the carrier will dump its loads into it. Then you hitch on to your manure spreader and haul the manure away while all the strength remains. You know that fresh manure provides the soil with a maximum of fertilizing elements. You also know that fresh manure fills the air with horrible odors. The place for fresh manure is the field. Don't keep it around your barn to breed flies. The use of the litter carrier solves the matter of keeping the refuse cleaned from the dairy barn. No dairyman should think of attempting to carry on his operations without a litter carrier. You will surely want one in your new barn."

Trade comes to hustlers.

BRANDON'S BIG FAIR

July 19th to 23rd, 1915

"Business as usual"

The high standard of this exhibition will be maintained.

\$60,000 for prize list, speed and attractions.

MANUFACTURERS, THIS IS YOUR OPPORTUNITY

Free outside space for exhibits. Inside space at nominal rates.

MANITOBA'S ONLY BIG FAIR

P. PAYNE, President.

W. I. SMALE, Secretary.

Steady Driving Essential

Dealers should teach their cream separator buyers that when running the hand-separator, the handle should be turned steadily, care being taken to keep a constant even pressure upon it all the way round, not pushing down hard and pulling up hard, while for a moment when the crank is down and again at the top there is no pressure upon it. Turn at the speed the directions call for, or if it is found by testing the skim milk that it is not skimming clean, an increased speed of from three to five turns per minute will help matters.

Power Plows in War

Through the medium of the various news bureaus considerable publicity has been given to the tractor as an adjunct in the transportation of supplies and heavy artillery in the European war. The latest reports state that the Germans, in excavating their trenches, are using engine plows. Most people understand that the trench is of vital importance in modern warfare, and these trenches have to be of considerable depth and width in any fortified position which is to be

held for any length of time. The sapper, or infantryman, using ordinary trenching picks and shovels can loosen the soil but slowly compared with a number of power plows drawn by a tractor. It is scarcely creditable that, as reports state, the Germans foresaw this feature in modern war and had equipment ready, but with a great supply of such equipment ready to hand in the various agricultural implement warehouses, the adaptation of the tractor and plow to this work is readily conceived.

It is a notable fact that the automobiles used in the war for transporting members of the staff here and there are equipped with barbed wire defences for cutting away the wire stretched across roads. A curved steel rod, in which a sharp blade is mounted, is bent over the center of the car from a point midway between the front springs up over the driver's head and down to the rear of the body of the car. This steel bar cuts the barbed wire entanglement or slides it up and over the body of the car.

Little things are Important

A fault common to some merchants is that they do not realize

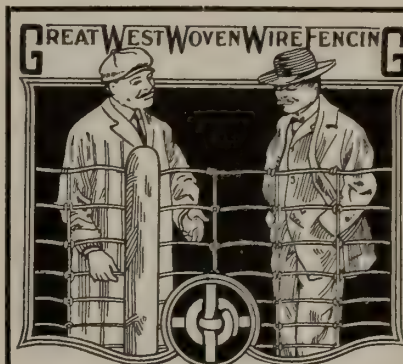
the importance of little things. They think they have done about all that can be done when they have considered the main issues of their business, and have planned to carry out certain ideas and policies. To do this is certainly very important and proper, but it is also important to remember that the big things are made up of a multitude of small ones, and that these little items, in the aggregate, constitute a factor so large as to almost overshadow everything else.

It is very easy for instance, to ignore the significance of small daily expenditures—little items that only amount to a nickel here and a dime there. Separately they are of no consequence, but collectively they make a large part of the expense account. To ignore these little drops of expense means that one is likely to be overwhelmed in a sea of trouble later on.—Hardware Trade.

A Pivoted Wagon Perch

An Australian inventor has designed and constructed for the Commonwealth Department of Defence a military transport wagon which has a jointed perch

and pivoted back axle, which enables the wagon to be turned in about 22 feet. The back half of the perch slides between futchels and is slotted to take the hind perch bolt.



AN IMPROVEMENT

Frankly, we solicit your patronage, not because we believe that our "Great West" Fencing is as good as the rest of the fences on the Market, but because we know that it is better.

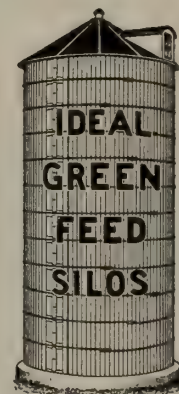
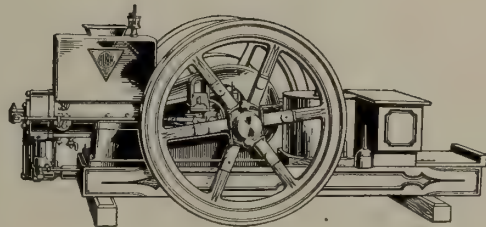
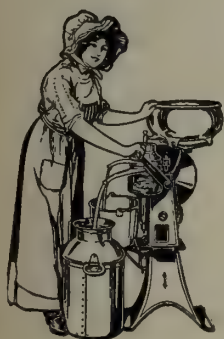
It is squarely up to us, of course, to prove this claim, but it is also squarely up to you, Mr. Dealer, to give us an opportunity.

Write for our new 1915 Catalogue and get our Prices.

"The Fence that helped to build the West."

THE
Great West Wire Fence Co.
LIMITED

76-82 Lombard Street,
WINNIPEG, MAN.



You can command the cream of the farm and dairy supply trade with the De Laval line

De Laval equipment is always high grade and dependable. All our lines are well advertised and widely and favorably known.

DE LAVAL BOUGHT IS ALREADY HALF SOLD

De Laval Dairy Supply Co., Ltd. WINNIPEG VANCOUVER
MONTREAL PETERBORO
LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA

The Sale of the Silo

When and where the first silo was built is not recorded. The use of the silo is as old as agriculture itself, and frequent mention of it is made in the Bible. It is claimed that the first silo to be built in the United States appeared in Michigan in 1875, and history contains no record of when the silo first appeared in Canada—whether of pit, wood or cement type.

Every implement dealer should be interested in the development of the silo and in the trade made possible in ensilage machinery. While many Western farmers understand the advantages of feeding ensilage, there are a great many to whom the silo and ensilage is more or less of a mystery. The dealer who desires to push the sale of silos and ensilage machinery has a host of talking points, and good silos, well sold, create a demand for other lines.

The farmer who understands the importance of feeding a certain amount of stock so as to conserve the fertility of his farm, should have a silo, or is a good prospect for the sale of one.

In the majority of West Canadian communities the silo is a missing quantity, and in such communities the implement dealer has a virgin field for starting a silo crusade. With the cry for increased production, and the necessity for making every acre in



Fodder Corn, for Making Ensilage, is a Valuable Western Crop.

the Canadian West yield its utmost, we are confronted with a grave duty as regards the food supply of the Empire, a duty which must be seen to without decreasing the amount of plant food in the soil. On that plant

food posterity depends for its supply of edibles.

To this end the farmers of the West must practise a good rotation of crops and to feed as much of each crop as possible to live stock in the most economical manner. By spreading the manure thus produced on the fields, we return to them a good part of the plant food taken by

when ensilage was usually considered only in connection with the dairy farm. This, doubtless, was owing to the fact that the dairyman placed more value upon foodstuffs than did the general farmer or beef raiser. But of late years both of the latter individuals have come to realize the need for an economical ration—and in ensilage have found what they sought. Time and experience has proven to the satisfaction of the beef producer that the best beef can be raised, and at the best prices, by feeding ensilage.

Ensilage makes a perfect feed for dairy cattle. It is palatable, succulent, bulky, beneficial to the digestive organs of the animal, and very economical. The man who specializes in the dairy business realizes that to secure good results ensilage must be fed so that herds do not fall off in milk flow during the long winter months, or during summer droughts. Tests have proven that 11 to 13 per cent more milk is produced by a cow so fed compared with one fed dry fodder from the same acreage. Milk from an ensilage fed cow is not inferior in flavor or odor to the milk of cows fed dry feed. Farmers have also fed silage to brood mares and horses at rest during winter and with good results. Combined with roughage, it has given great satisfaction in fattening geldings, but of course ensilage will not prove sufficient for horses doing heavy work.

In Western Canada we should pay more attention to mutton and wool production. The sheep is a natural grazer and suffers when changed from rich pasture to dry feed. Ensilage, because of its palatable, nutritive properties, makes the growth of the flock regular and continuous. For breeding ewes, it gives a good flow of milk during the lambing season.

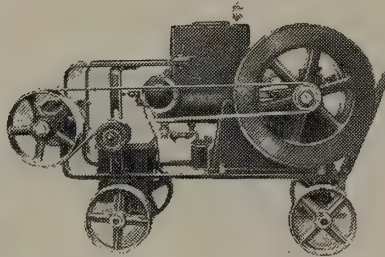
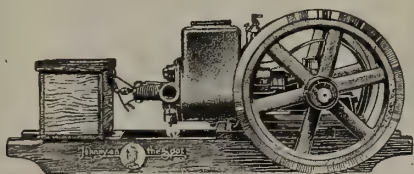
Corn is, of course, the great leader in all silage crops, but

the crop. It can readily be seen that where such a plan is followed, the more of the crop that is eaten the more fertility will be returned to the soil. Considering the corn crop, for instance, we find that 30 to 40 per cent of the nutritive value is contained in the leaves, husks and stalks. When only the ears are harvested, even though stock be turned into the field to eat the remainder of the crop, a large part of the above percentage is wasted. Even were the stalks cut and fed dry, there would be waste, while the feed value would be very low.

The dealer who purposes handling silos will find by a little investigation that ensilage is an ideal feed, when balanced with the proper concentrates. This has been proved time and again by actual farm experience and by the experimental stations who have compiled much valuable data regarding the benefits of ensilage as a factor in feeding. Time was

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with the Gilson "GOES LIKE SIXTY" line of engines. The live line that beats all competition.



Send for our money-making proposition

All sizes. From \$47.50 up.

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Write at Once for Our Agency Proposition

OUR "MADE IN CANADA" LINES

The Raymond Sewing Machines

in Canadian homes for generations back, giving satisfaction.

Raymond "Superior" Cream Separators

An entirely different machine from all others; self-balancing bowl.

Peerless Incubators

Ask for our book "When Poultry Pays," to be sent free of charge. Our prices are within the reach of every purchaser, and the profits to agents most generous.

WHY NOT INVESTIGATE?

Send a post card to address below for particulars of our proposition to agents.

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LOMBARD ST., WINNIPEG

IMPLEMENT MEN

Are the Logical Agents for Our Line

of Implement Sheds, Grain Tanks, Culverts, Well Curbing, Corrugated Roofing and Siding, Watering Tanks, etc.

We give exclusive country territory to Dealers on the condition that they hustle. No capital investment. You report the prospects. We keep you in touch with country prospects we receive.

Our terms are cash—your commissions are prompt.

IF INTERESTED, WRITE US.

THE WESTERN METAL PRODUCTS CO.

OFFICE 481 TORONTO STREET, WINNIPEG, MAN.

where corn is not generally grown there are a wide variety of crops used for making ensilage. Alfalfa, clover, cow peas, sorghum, soy beans, oats, rye, kaffir corn—all these can be profitably adapted by the farmer. Sorghum, when mixed with corn, has many strong adherents, clover and alfalfa are excellent. In the event of unfavorable weather conditions the silo is a protection against loss. Both clover and alfalfa are high in protein content and can be fed with corn and corn silage to very good advantage.

When a farmer has been sold a good silo, he naturally requires an ensilage cutter. One type of cutter cuts the fodder to length and by means of an elevator attachment carries the cut fodder into the silo. The other type is fitted with a blower as a separate attachment. With the sale of the silo and the ensilage cutter, the dealer has prospects for all other equipment necessary to produce as large a crop as possible, to harvest it at the minimum expense, and to get the most out of it. Corn binders, engines, manure spreaders, disk harrows are natural necessities to the man who intends to feed ensilage to his stock.

With the constant advance in the price of farm land in the West, and the growing difficulty of profitably producing upon it, comes the opportunity for the dealer to draw the attention of his customers to the value of the silo. A little knowledge of the subject will open a vista to a profitable business, with beneficial results to the community at large. In the propaganda for more and better farming, the silo is a factor that cannot be lightly overlooked, and to the dealer who first realizes its importance will come the silo business of his district.

What U.S. Farm Papers Say on Co-operative Buying

While the majority of farm papers in Canada have little to say regarding co-operative purchasing by farming organizations, very few, if any, of them have the courage to criticize the system from a business standpoint. This journalistic diffidence is doubtless due to a desire not to antagonize the direct selling concerns who advertise in their pages and also to pander to the popular idea—whether right or wrong. The official organ of the grain growing associations, of course, mouths the policy of its fifteen thousand shareholders. Let us, however, consider for a little what large and influential farm journals in

the United States say regarding co-operative purchasing. We quote from two different sources, "The Farmer," published in St. Paul, Minnesota, and "Up-to-Date Farming," published in Indianapolis, Ind.

"The Farmer" is published weekly, and has a circulation of 140,000. "Up-to-date Farming" is a semi-monthly publication, with a circulation of 210,000. Consequently the editorial comments of these journals, as given below, reach 350,000 farmers every month, and with the business acumen born of many years of experience in advising their farmer readers of their own good, the editorial opinions of these journals are worthy of the greatest consideration. If journals so well established, and published in areas where co-operative purchasing has been tried and discarded, find it incumbent to point out the fallacy of this unwise co-operation, some of their Canadian contemporaries might profitably follow their example. We give extracts from editorials recently penned in these publications:

"Up-to-Date Farming"

"Farmers have never made much of a success in merchandising, although they have been trying it for fifty years. This paper claims that the farmer's business is essentially producing crops and marketing them. And everything that can be done by the U.S. department of agriculture and others to help him to produce better, and particularly to market better, we can endorse. But the buying and selling of goods and manufacturing are no parts of the farmer's business.

"Farming and merchandising are different businesses. Each of them requires much study to make the person who engages in it proficient and a success. Now, if the farmer is going to spread over both of them he must learn the details of both, or hire somebody to do one of them for him. And if he hires somebody to do his buying that person must be paid. In such case another middleman is injected into a system which is over-supplied already, and too expensive.

"A study of the farmer's legitimate business of producing and selling his products right, is enough for any human mind. The farmer who will do this will have neither time nor capacity also to study and master the details of manufacturing, distributing and retailing. Hence we conclude the farmer who is not satisfied to stick to his own business, but will become a merchant, would better quit farming. We do not mean to say that farmers should not buy on the most favorable terms available, but they should remember that in buying they must deal with others and they must meet their terms. And it should be precisely so when they sell what they produced, the buyer should meet their terms. Business is business, and the farmer gets away from his real business, where he must hope to make his money, when he assumes to do that of others."

"The Farmer" (St. Paul)

"Whenever farmers acquire the very desirable habit of co-operative effort, one of the first inclinations on the part of these co-operators is to experiment in the matter of co-operative purchase of farm supplies.

"Should the farmer, smarting under the heavy cost of our distributive machinery, start with his neighbors in a co-operative effort to take a place in a business venture like a store, of which he possesses only a superficial knowl-

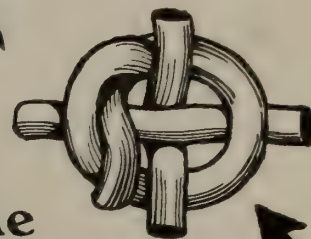
edge? Co-operative stores, owned by farmers, may succeed with the right sort of management; but they usually fail because the right sort of management is scarce. In fact, shall the town and country work together in community up-building, or is it true that the interests of town and country are not identical?

"The great demand of the day in this country is the demand for efficient service. In the case of the farmer, this means getting from the soil the amount and quality of crops which we should receive, presenting these crops on the market in such a way as to render the greatest possible profit to the producer without laying an unnecessary burden on the consumer. In the case of the merchant, efficiency means handling his business by such methods of approved business procedure and fair dealing as to assure proper and economical business service to that community. When both farmers and business men have the proper conception of community advancement, rather than the advancement of the individual or groups of individuals, when we are able to look to the welfare of our neighbors as well as the welfare of ourselves, it will be possible to erect all over this great agricultural west such communities as the world has never seen."

What is Salesmanship?

Salesmanship is simply a matter of making the other fellow feel as you do about the thing that you have to sell. Everyone thinks of a sale as of something going over a counter and some money coming in. Did you ever stop to think that every sale that was ever made, whether in pins or plows, does not take place in

a pocket book or a check book or over a counter, but every sale must first take place in the mind of the person who buys the goods. That is where advertising comes in; it is the silent salesman that delivers the customer to you in a receptive mood, already impressed with the value of the article you have to sell.



The Leader "DOUBLE GRIP" Lock

makes Leader Standard Woven Wire Fence the strongest farm fence on the market.

Leader Fences made in Winnipeg, shipped fresh from the looms, untarnished and unaffected by long storage, make an attractive selling proposition for Dealers.

AGENTS WANTED

Write at once for particulars

**THE MANITOBA ANCHOR
WIRE FENCE CO., LTD.**

Cor. Beacon and Henry Ave
Winnipeg, Man.

Start and Stay with the Successful Line

In the past five years our line has established its superiority over all other makes. Have you seen our Dust-proof, always lubricated axle. Every packer guaranteed. SURFACE OR SUB-SURFACE WHEELS INTERCHANGEABLE.



Are you taking care of your plow attachment trade? If not, you are a loser! We can show you a demand right in your own district for our successful line. Hundreds of dealers are learning this every week. They repeat orders to us. Dealers praise them, because they move fast, and never come back! Our reports are all like this:

"Gentlemen: I have put out two of your packer attachments with good farmers, and they are giving perfect satisfaction. Send two more at once. A. T. Foot, Hartney, Man."

"Have put out your last shipment of twelve harrow attachments with good farmers, and they all kept them. Send twelve more quickly. M. R. Hart, Govan, Sask."

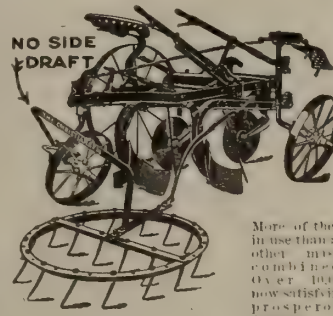
(After three shipments) "Ship me six more of your harrow attachments with my John Deere shipment, and oblige, W. M. Ryan, Waskada, Man."

"Farmers pronounce them strictly on top. Your harrow attachments certainly suit me better than all others I have tried, and I have seen many. J. Graham, Minto, Man."

"They outclass everything I have tried. E. McConnell, Hamiota, Man."

"I got your harrow attachment. It certainly is a dandy. My neighbor, Mr. King, sends money order for one to-day. I will want one or two more. G. C. Milnes, Delamade, Alta."

CHRISTIANSEN HARROW WORKS
331 AUSTIN ST. WINNIPEG, MAN.



More of these in use than all other makes combined. Over 10,000 now satisfying progressive farmers.

An Interesting Letter

The following letter, from an implement dealer in Saskatchewan, should be read with great interest by all our readers. It assuredly advances arguments which are of vital importance to every dealer. We would like to hear from other readers along the same lines.—Ed.

C—, Sask., April 20th, 1915.

Editor, Canadian Farm Implements:

Dear Sir—I have read with considerable interest the article on Co-operative buying, by Mr. Luke West, in a recent issue of your paper.

The arguments used are good so far as they go, but they stop too soon!

The average implement dealer is working on a commission basis, and the wholesaler sets the price for him, which I will grant you, is a good idea in a great many cases; but the spread allowed by the wholesaler, between cash and time price is not great enough.

Now who started the co-operative idea; the local dealer? I say no! It was the wholesaler, manufacturer and jobber. The price at which goods are listed in to the local dealer is so high that he cannot, in justice to himself, sell below list price, even if he knows that he is asking too much, or else his commission is so small that selling below list price means failure.

Let a farmer operating say two sections of land in any community go to any of the supply houses, offer them an order for say, \$700 to \$1,000 worth of goods, less agent's commission, he will get what he wants from any of those houses, or else they will give him an agency contract some place to cover the transaction. Some have even nerve enough to ask the local dealer to deliver the goods!

The man making the purchase goes home and starts an agitation that the

local dealer is a "holdup" man, and the result is a co-operative movement.

The above stated reason, combined with an ardent desire on the part of the politicians to stay in power, are the real reasons for this movement—which can only mean the wiping out of the local implement man.

For my own part I am not complaining because if the wholesaler and farmer can get together, and each get the service which they require then I am satisfied to change my occupation.

In any event, every local dealer should quietly leave the company, who make a practice of doing as I mention. Get off their visiting list and see where their business will land unless they put in salaried men to look after it, and that is not very satisfactory.

Do not blame the farmer for the co-operative movement as he is not the one to blame. The farmer is but doing what good business dictates, namely buying in the best and most satisfactory market he can. The men to blame are the wholesalers, etc.; and the men to suffer are the local merchants and dealers!

Business has been better than ever with me this season, but it was not on commission goods, it was on goods I bought outright. On these I have the privilege of making my own prices.

I agree with the statement that there is not enough spread between cash and time prices but who is to blame? As I see it, not the local merchant.

There are several other features of this, which I will write about later if agreeable.

I would like to hear from other dealers on this subject. Yours truly,
"Local Dealer."

The Viking Separator

The Swedish Separator Co., Chicago, have had remarkable success in the introduction of their Viking Cream Separator in the United States and Canada. Although well and favorably known in Sweden and other European countries, only last fall was this company incorporated in Chicago to place this separator on the market. By an aggressive advertising campaign, both to the dealer and farmer, the Viking attained a remarkable sales record in a very brief period, and the repeat orders the company receives are proof that the quality of the Viking is as attractive as its price. Such has been the sales that, for a time, stocks were depleted, but the company now

state that they have received large shipments, while further stocks are expected to fill future orders. At a modern price and of high-grade construction, this cream separator should have a good future sale throughout the Canadian West.

Massey-Harris Handle Manure Spreaders

The Massey-Harris Company, of Toronto, after making a thorough investigation and a number of field tests, have closed a contract with the Rude Manufacturing Co., of Liberty, Ind., whereby the Canadian concern will handle the Rude wide-spread spreader for the Canadian trade.

Annual Meeting National Gas Engine Association

The annual meeting of the National Gas Engine Association will be held in the La Salle Hotel, Chicago, on June 23-24. Several important addresses and papers are promised, among which are:

"Educating the Buyer to your type of Engine," by H. G. Diefendorf.

"Possibilities of the Farm Lighting Plant," by Chas. H. Roth.

"The Magneto of the Future."
"What of the Kerosene Engine?" by Clarence E. Bement.

A large attendance is expected at the meeting of this association, where topics pertaining to gas engine production and selling will be fully gone into.

The Feminine Equation

A good cream separator is one of the greatest labor-savers on the modern farm. It eliminates the drudgery in dairying. On a great many farms the separation is looked after by the women folks, and any woman can take care of an average separation in ten or fifteen minutes. A few minutes more is all that is necessary to wash the separator. In pushing separators, the live agent always directs his selling arguments, in part at least, to the

woman folks on the farm. It usually comes into the domain of women's work, and once the lady is duly impressed, feminine coercion does a large part in making her "better half" loosen up.

Our Civic Duty

Each one of us owes a duty to the community in which he does business, and in performing that duty we become not only better citizens but better men.

We can encourage the improvement of roads, cutting grades, permanent cement culverts, encouraging the building and equipping of modern farm homes, sanitary conditions around the houses and barns, testing the seed, caring for soil, proper feeding and housing of stock, using every effort possible to make the farmer feel he is as much of a business man as the fellow with a store in town. We can quit saying farmer and business man, but say farmer and merchant. We can try to make him see it is as necessary for him to use business methods in the management of his farm as it is with the banker or the merchant.

We can use every effort possible to make him realize that his profession is one of the most needed and useful, that the greatest science the world knows of is at his command, and that it takes as much brain and energy and thought to reproduce in flesh and blood and returns from the soil as it does to figure interest behind a bank counter or to run a store in town.

A Valuable Handbook

Canadian Farm Implements has just received a new booklet issued by the Department of Natural Resources of the Canadian Pacific Railway at Calgary, Alberta, describing the resources and advantages of Alberta, Saskatchewan and Manitoba, and setting forth the terms on which the Company's lands are offered to actual home-makers in these Provinces. The folder contains a vast amount of useful information, such as the averages of all leading grain crops in the three Provinces for a period of years, the average prices for the last five years, the elevator, flour mill and oatmeal mill capacity, statements of temperatures and precipitation, live stock tables, general information covering such points as customs, quarantine, and transportation regulations, public worship, school systems, agricultural education, railway facilities, public roads, system of taxation, voting regulations, rural telephones, water supply, system of land survey, cost of implements, building material, harness, furniture, dry goods and clothing, meat and groceries, and the capital necessary for a settler to make a proper start. The booklet is illustrated with 40 photographs of actual farm scenes in Western Canada, and included in it are maps in two colors of Alberta and Saskatchewan. All persons interested in opportunities afforded to home-makers in Western Canada should make a study of this folder, which may be had free of charge by addressing the Publicity Branch, Department of Natural Resources, Calgary, Alberta.

Business Opportunities

Treasurer

Large Manufacturing Corporation, established 1850, location Canada, has a vacancy for a highly efficient business man as Secretary and Treasurer. Party must be able to invest at least \$5,000 cash, and give best of references as to ability and character. Contract with good salary guaranteed to right party. Investment absolutely secured. Answer in full or no attention paid.

Sales Manager

A Canadian Farming Implement Mfg. Corporation has an opening for an experienced sales manager (preferably with experience in above line) to take full charge of sales department. Attractive salary and commission contract guaranteed to right party. \$2,500 cash investment, and A-1 references required. This is a high grade proposition for a high grade man. Correspondence treated as strictly confidential.

Address enquiries to

**BOX B,
Canadian Farm Implements
Winnipeg, Manitoba.**

WANTED in every locality **ONE**
Agent to sell our

IMPERIAL BAG HOLDER
50 to 60% profit. Easy seller, big repeats. Write at once before someone else gets agency.

Moncrieff & Endress, Limited
Dept. A. Galt Building, Winnipeg



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than
any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



Handling the Windmill

The winds that blow over our Western prairies are, and always have been, a source of the cheapest pumping power on earth. For steady demand, from the dealer's standpoint, the windmill takes a lot of beating. This demand possibly grows stronger, for farmers are always digging more wells. They find that they have a labor-saver in the windmill, also better facilities for watering their stock. The windmill business, if pushed, should make any energetic dealer money.

The dealer who is out after

windmill business must look over his territory in search of prospects. When he sees a mill and tower which look as though they might strike work at any time, he should interview the farmer, bringing up the subject in a practical way. Firstly, he can point out that there is little economy in waiting until the old mill falls to pieces. When a mill gets into a certain condition it is apt to go out of commission at any time. Should the farmer have plenty live stock he will have lots of time to ruminate over this fact as he laboriously pumps water by hand.

The dealer explains to the farmer that the wise thing to do is to put a new mill on the old tower, or to put up both a new mill and tower if necessary.

Such a dealer handles a good mill and is not afraid to recommend it. The good features of the mill are demonstrated. The dealer explains to his prospects that the oiling system on the mill makes very frequent oilings unnecessary, providing the oil used is of the right consistency. The fact that the gear wheels are extra strong, therefore insuring a long-lasting machine, is also pointed out. Other desirable

features such as the positive shut-off are explained. The advantage of installing a high grade mill, even if it is more expensive, is pointed out. The cheap mill cannot be expected to give the service that a high-grade one will. The successful dealer owes his success to the care he takes in handling the details of his business.

No road is too expensive which advances the price of adjoining property more than it costs.

We are all apt to speak well of the dead, except in the case of the dead broke.

Cushman Binder Engines Sell all the Time

The Dealer who handles Cushman Light-Weight, All-Purpose Engines can get all the Engine business in his territory. After harvest his customers have an Engine adaptable to all Farm Work

ANY AND EVERY DAY

As a general purpose engine the Cushman light-weight engine can be adapted to any job on hand. It will operate the sheaf loader, pump, saw, churn, washing machine, grinder, etc. Can be mounted on a truck giving the farmer a perfect movable power plant.

DURING HARVEST

The Cushman Light Weight 4 H.P. Engines can be attached to rear of binder, as shown. They fit any binder; driving the cutting and binding mechanisms, saving a team on an eight foot binder. All the horses have to do is to pull the weight of machine. Your customer can cut his crop under almost any conditions, whether operating on wet or sandy soil or with fallen and tangled grain.

Get the
Light-Weight
Engine
Business

ENGINE EFFICIENCY

Cushman Engines weigh only one-fourth what other engines weigh, yet are steady, quiet and economical owing to perfect balance in design and our sensitive throttle governor. Schebler carburetor; friction clutch pulley with sprocket for gear drive. Direct water circulating pump. Built in sizes

4 H.P. for Binders

6 to 20 H.P. for Threshers

The 4 H.P. weighs only 190 lbs.; 8 H.P. only 320 lbs.; 20 H.P. only 1,200 lbs. May be run at any speed desired; speed changed while running. In design, material and workmanship best for the farmer to buy—most profitable for the dealer to sell.

WE ALSO HANDLE

The well-known Wagner Hardware Specialties, including the famous Leader Barn and Garage Door Hanger and Track. Implement dealers can profitably handle our Klean Kwick Vacuum Washing Machines. Every farm woman wants one. Write for prices and particulars.

NOW IS THE TIME

Every live Implement Dealer should get in touch NOW with our Agency proposition. A Cushman Engine mounted on a Binder in your warehouse is the best advertising medium you can have. It attracts prospective customers and increases your sale of Binders and other lines. Write to-day for particulars; enquiries are already coming in as a result of our spring advertising campaign.

Cushman Motor Works of Canada, Limited

Builders of Light-Weight, High Grade Gasoline Engines for all Farm Power Work

289 PRINCESS STREET


WINNIPEG, MANITOBA

Does the Dealer Enjoy Fair Play

Elsewhere in this issue will be found a very interesting letter from a dealer who blames the sources of supply for instilling in the farmer the idea that the retailer has too great a profit in the sale of his goods. While doubting the service procurable by such a system of purchasing, this dealer says that the farmer only does what good business dictates, through buying in the best and most satisfactory market. It is assuredly anything but protection to the retailer if any firm whose goods he carries supplies goods direct at less than the retail price, and one cannot blame the dealer who would refuse to co-operate in the selling system of such a concern.

The question resolves itself down to the fact that such concerns must be trying to face two ways at once. They are out for sales—through the dealer if necessary, but anyhow that the order can be filled! It would seem that such concerns are sailing under false colors if they persist in enlisting the dealer in their system of merchandising. If they are to sell direct, why not say so and have done with it. If not, let the order come through their agent in the manner which they lead him to believe would be followed to the letter. A contract is only "a scrap of paper." Very true; yet to-day there are many lives being lost over just such a scrap of paper—a promise made that is being kept to the letter at whatever cost.

It is, in effect, only a question of commercial honesty. Any concern is at perfect liberty to sell as it pleases, but having taken up an attitude in regard to the retailer, it is a breaking of the pledged word to sell by any other channel than that made plain in its proposition to the retailer, assuming that at the outset it sold its product or goods through the retail trade. Between the co-operative efforts of allied agriculture, and the efforts of heavily capitalized direct selling concerns, the dealer has trouble enough without being metaphorically stabbed in the back. Allied agriculture honestly states that it looks upon all middlemen with suspicion, whether they purchase or sell. This applies to jobber and wholesaler equally well as to the "parasitic" retailer. Bitten by the bug of co-operative buying, the farmer will go on to the final day when he will come to a parting of the ways. He will either become a poor farmer and an inefficient business man, in a commercial sense, or he will leave business



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, MAY, 1915.

to those who specialize in it and devote his entire energies to his land, which when all is said and done is enough for any one individual.

The situation of the dealer who buys for cash is an enviable one, but the dealer who cannot do so is even more worthy of protection at the hands of the firms whose goods he sells. It might lead to infinitely better conditions were the retail dealer to establish a custom requiring a cash payment of one-third to one-half on all implements sold. His security would be increased, collections would be easier, and the man who had part paid for his wagon or plow would make greater endeavors to balance the account. Such a step would bring more money into the business of the dealer, so that he would have more funds to carry on his interests. He could buy more nearly for cash and would have a chance to set his own prices. He would eliminate the necessity of borrowing money to finance his business, and would be on a more secure financial basis throughout the year.

Dealers may say that such a theory is impracticable, that farmers cannot raise the money. We believe they can in the majority of cases. The farmer finds money for the mail order

concern, and the scheme of co-operative buying, as carried on by the allied farming organizations, means business on practically a cash basis. If he can do this he can make part payments to the implement dealer for goods received. Such a procedure simply means a "safety first" policy for the dealer. It makes the farmer a better customer; less goods are returned; the dealer is in a better position to handle his own obligations, and last, but not least, the customer likes best the man to whom he owes least.

Variety in Advertising

Change your advertisements every week. Never run the same one twice in succession.

Be a regular advertiser. Run an advertisement once every week. There is small profit and very little satisfaction in intermittent, once-in-a-while advertising. The only way to success is in sticking to it. The cumulative effect of advertising is the thing that pays. It is a sad mistake to consider advertising as an expense. It is purely an investment that will yield far greater returns than money out at compound interest. It is the most necessary expenditure in the retail implement business.

The Elimination of the Small Town

To-day the general feeling among farmers is that they do not get enough of the consumer's dollar for their products, and that too great a percentage of the dollar they pay for supplies is required to get the product from the factory to the farm. Whatever may be said for or against this opinion, the fact cannot be denied that throughout the West it is very prevalent and very deeply rooted. Merchants are too often looked upon as robbers, if organized as a band of pirates who combine purely for the purpose of securing an increase in profits on their merchandise with a decrease in the price they pay the farmer for his produce.

Yet these farmers do not look at the effect of co-operative effort in buying and selling in terms of its local effect. From the standpoint of the catalog house orders alone, the money lost to any community is very extensive. A large U.S. mail order concern did a business of \$101,000,000 in 1914, and paid dividends of approximately \$21,000,000!

What is the story that many a farmer, who has the co-operative bug largely developed, could tell? How he struggled in the early days of his farm, received a catalog from some mail order concern—bought goods by mail and incited other farmers to club together for the same purpose. Yet he can also tell you of how thrifty the little village nearest his farm was; how the merchants were willing to help an honest fellow over a bad year; of days when the single street was full of people who came to visit, buy and sell. But gradually things changed. The village merchants had to lessen their stock because so much money was being sent away for goods. One by one the merchants discontinued operations, moving to some other center where things looked more promising. Slowly but surely, like a sinking ship, the little town went down, down, bearing with it the school, church, local library and social hall. No business existed, so no taxes were available to support the center. Down at the depot could be seen the key to the whole drama of degeneration. When the freight pulls in, the mail order packages are in great evidence; on the siding stands the car taken in by co-operative purchasers.

Such things have been, and will be, so long as this fetish appeals to the farmer. And the result? You can find it in the words of a farmer in Iowa who saw his local center die through community neglect. He says:

"Nine years ago my farm was worth \$195 per acre; to-day I could not sell it for \$160 per acre. It is too far from a live town—that's what every farmer says who wants to buy it. He wants a place near schools and churches and people—where his children can have advantages. I have at last awakened to the fact that in pulling my own town under by sending my money away, I have lost \$5,600 in the last nine years."

These words are a requiem that will re-echo over this craze of co-operation in buying and selling.

Ask yourself, friend dealer! Would it be better for all concerned to eliminate the small town, which is the educational, religious, political, commercial and social center of the community? Can you imagine a great agricultural province like Saskatchewan without such centers dotted over its vast area? What would be the result? Would not the whole social fabric of the province suffer?

This co-operative craze tends only one way and that is towards the elimination of the small town. In settled territories fewer farmers are found on the land than formerly. As an instance, figures show that there are less farmers to-day in Iowa than there were ten years ago. Only the youth of Western Canada, and the settling of newer sections keeps the balance on the right side.

People do not really leave the country because they want to. They do not wish to come to the cities to live tier on tier, with less healthful conditions and more competition to face. But they are forced to do so—especially men who carried on country businesses. The National Credit Men's Association estimate that one man in every two hundred in the State of Minnesota does not pay his just debts. We would like their estimate in some of our Western provinces! And these non-payers are a tax upon the retail merchant in any town or province, and as co-operation in purchasing expands in scope the burden gets steadily heavier. All that the retailer can do is to try and weld town and country closer together, but we must admit that it is in many districts a very hopeless task when so much antagonism is shown the retailer by the steadily developing propaganda of carload and co-operation. Yet the local merchant can do no more than try to build a greater harmony between town and country until such time as the co-operative fever will have burned itself out by its disciples at last realizing its fatuity.

Cultivation in Retrospect

To the so-called "lazy" man—the man who sees the romance and even the poetry of primitive conditions—there must always exist an extra grudge against Mother Eve, whose inquisitiveness made necessary the energy which runs the world to-day. And next to the feminine factor in the unfortunate apple incident, the lazy man's grudge must be against the original agricultural engineer—the inventor of the pick and the spade. At this season, when handling so many tillage and cultivating implements, one is apt to pass over the interesting fact that hard work in the world only really began when the pick, the shovel, and the hoe were used to break up the earth for ordinary crops.

The first implement was just a primitive spear—a straight stick with a point hardened in the fire. Our common "dibble" is a descendant of it in a direct line. Sometimes a crooked foot rest was attached, and in this form the spade is no doubt foreshadowed. All cultivating implements are so full of history that the implement dealer is prone to forget the high position which his vocation occupies, and has occupied, in the civilization of the world. It is well at times to get away from the mere cost and selling price of the goods we handle, to reflect for a little on their history—the significant position they fill in the advance of mankind!

Behind the Scenes

While the front of some implement warehouses are all that could be desired, the condition of the back of the premises, on the alley, are really the true index to the individuality of the proprietor. The man with an attractive frontage usually has a spick and span back door. Every retailer should do his utmost to have a clean town and by personal example much good can be done in this connection. There are still many retail dealers who are, however, content to get rid of various kinds of junk by simply heaving it out at the back door. Pools of oil and greasy waste, old bottles and tins, excelsior and cardboard boxes are not a good advertisement at the back of the store. For the odd junk some receptacle, such as a large garbage can, should be provided. Cleanliness is next to godliness—in the store it is as important as in the private dwelling. The paint pot and the rake can often be employed profitably at the rear of the implement warehouse—and the odd

and broken parts of machinery laid away in some less conspicuous spot to await the coming of the junk dealer. We are too prone, both in city and small town, to show a lavish care and display in front of our places of business, while "behind the scenes" the conditions are scarcely creditable as an example of order and cleanliness.

Insurance is Necessary

If insurance has to be carried at all (and it looks like an attempt to throw money away not to carry it) it is best to get it at once, for you do not know when the fire fiend will take a notion to visit you. In other words, get ready for a fire when there is no fire. The insurance people never relax their vigilance, as one often finds to his discomfort. One sometimes doubts the wisdom of having insurance, once he has the details of prevention according to the insurance requirements. If all would take the same care of stores as individuals as they are compelled to do as possible beneficiaries of an insurance company, there would be less fires and less expense. It is an axiom that insurance is a necessary part of every business.

The Function of the Bank

Few of us understand or put a real value on what the bank really means to us. Your banker's stock in trade is money. He handles it much as a retailer handles merchandise. He must sell the use of the money for a profit, just as the retailer must sell goods at a profit. If he did not do so, he would not be in the banking business long, for he could no more exist without profit than could any other concern. The money the banker handles exists for the merchant to use in the expansion and maintenance of his business. He is quite ready to let you have it under the right kind of conditions; he is as eager as you are to make a transaction, but he must consider credit risk just as you have to do. Some people are prone to look upon the banker as one who is always ready to squeeze them. The modern bank is not that class of institution; it would not pay them to follow such a method of doing business. Fear to tell the banker about conditions is the factor that too often leads to disagreement between banker and retailer. If the banker gets a true statement of your business, granting that it is as it should be, he is only too ready to accept your confidence and help you if conditions will at all warrant his doing so.

Personal

The City Garage, Redcliff, has been closed down.

H. P. Finch has opened a new garage at Swift Current.

Jack Zacks has discontinued his implement store at Meota.

Jas. Shays has opened a new implement stand at Kelfield.

Charles Wood is the name of a new harness dealer at Kinley.

John Feurt has opened a new implement warehouse at Westlock.

C. A. Johnson is the proprietor of a new harness business in Alida.

John Larmour has discontinued his implement business at Phippen.

A harness retailer named Nicholson has opened a new store at Delbourne.

J. J. Howarth is a new dealer to break into the business at Springside.

E. Shoen is the latest addition to the implement fraternity at Bruderheim.

C. Titcher has removed his harness business from Humboldt to Annaheim.

C. A. Barsloux has closed down his retail implement warehouse at Cut Knife.

George F. Pollock has opened a new and well stocked implement store at Abbey.

J. W. Crawford is the latest addition to the implement fraternity at Crandell.

William A. Dean is the owner of a new garage and auto repair business at Oak Lake.

A. Kennedy, Morden, has sold out his garage to an automobile man named James Potruff.

A new implement concern doing business at Marshall is known as Thurlow & Topott.

William Lightle is a dealer who is opening a well stocked implement warehouse at Springwater.

S. W. Candy is the name of a dealer who has entered the retail implement business in Edmonton.

John H. Macdonald is the name that graces the sign of a new implement warehouse at Gilroy.

W. A. Stewart has taken over the implement business at Mundare formerly carried on by J. S. McCallum.

The town of Elfros has a new implement dealer named M. F. R. Aird. We wish him success in this district.

W. Denny is a new retail implement dealer doing business at Prussia. We wish him success at that center.

C. D. Friesen has opened a new implement warehouse at Plum Coulee where he hopes to do a good business.

Peart Bros., the well known hardware concern in Regina have discontinued their branch business at Moose Jaw.

Tanton & Midmore, Ltd., is the name of a firm who are incorporated for the purpose of retailing implements at Wilcox.

Plain & Whitman, garage owners at Turtletop, have dissolved partnership. The first named partner continues alone.

R. Stull, Gull Lake, has sold out his implement business to a concern doing business under the heading of Coughlin & Brauer.

Lewis & Prentice, implement dealers at Waldeck, have added a blacksmithing business to their machine agencies at that point.

Frank Mies is the latest addition to the business interests of Wilcox, at which point he has opened an implement warehouse.

W. A. Swain, formerly a partner in the firm of Swain & Legg, auto dealers and repair men, Morris, has withdrawn from the firm.

Marquardt & Detlefson, who carry on a garage at Neville, have added an implement business to their interests at that point.

Edge & Green, who carried on a retail implement and general store at Fenwood, have sold out the general store business to Mr. Orloff.

D. B. Lockwood, an implement dealer at Chaplin, has sold out to a firm who will do business under the heading of Brickett & Columbine.

Ollie Smith, formerly an expert for the I. H. C. Brandon branch house, has been made a salesman for the harvester organization at that center.

Cuff & Dutton, machine repair men at Govan, have dissolved partnership. A new partner in the business changes the firm name to Cuff & Appelgate.

The firm of Thorne & Johnston, implement dealers at Punnichy, has been broken up. In the future S. G. Thorne will have sole control of the business.

The Anderson Miller Machine Co., Maple Creek, has been enlarged by the addition of a partner. In the future the concern will be known as the Anderson, Miller & Omstead Co.

J. L. Cuniff, who for the past three years has been connected with the advertising department of the M. Rumely Co., La Porte, Ind., has severed his connection with that concern and is now

manager of the San Francisco branch of the H. K. McCann advertising agency.

Two new blockmen have been appointed at the Estevan branch of the International Harvester Co., J. D. Fraser, formerly a salesman, and L. H. Stolzenburg, formerly of the office force.

Dow Bros., implement dealers at Maidstone, have dissolved partnership. In the future Lee Dow will continue alone. In the same town, John Kilcoyn has opened a new implement concern.

The firm of Gerrity & Walton, implement dealers at Piapot, have dissolved partnership. W. F. Gerrity will in future control the business alone. In the same town Tom Black has opened a new harness store.

Thomas Story, president and manager of the Canadian Carriage Co., Brockville, Ont., accompanied by H. W. Hutchinson, vice-president and managing director of the John Deere Plow Co., recently paid a visit to all the Western Canadian branches of the plow concern. They report conditions as very promising.

L. M. Decker, formerly with the Standard Separator Company of Milwaukee, has been added to the selling force of the Cushman Motor Works, Lincoln, Neb. Mr. Decker will have charge of the Cushman trade in the central portion of Iowa, the territory covered by the two middle tiers of counties straight through the state.

We regret to report the death, some four weeks ago, of James Pratt Brown, assistant secretary of the International Harvester Company of New Jersey. Mr. Brown died suddenly after a very brief illness. He was born in San Francisco in 1857 and, after a singularly successful business career, joined the Harvester organization in 1912. He was a man of strong and most unusual character and his associates deplore his death as a distinct loss to the harvester organization.

Harold Stidolph, formerly collection manager for the Rumely Products Co., at Estevan, was recently transferred to fill a similar position in the Winnipeg office of the company. A few years ago Mr. Stidolph began his connection with the implement business, commencing with Ed. Rooney, of Estevan. As a collection manager for the Rumely organization he has made good, and he will be a valuable acquisition to the Winnipeg branch. He is succeeded at Estevan by Mr. Kosmoskei of the Saskatoon branch of the company.

We had the pleasure of a visit

recently from our old friend, W. J. Litster, of the Frost & Wood Co., Smith's Falls, Ont. Mr. Litster is at present on a vacation in the West, having been in only indifferent health for some months. As a foreign salesman for his company he has a peculiarly intimate knowledge of implement conditions in Germany, Austria, Russia and Siberia. He only escaped from Austria last fall in time to avoid being imprisoned on the outbreak of hostilities. Mr. Litster has a great faith in the future of the Canadian export implement business in Russia and Siberia, in many areas of which farming conditions are analogous to those existing in Western Canada. He believes that in the future few German implements will be sold to the Russian peasant—who does not forget easily! We trust that Mr. Litster may soon be restored to health so that once more he can go out on the "long trail, the out trail, the trail that is always new."

The Date of Settlement

No set rule can govern all credits, nor can any time limit, or limit of amount, be fixed for all. Some men must be refused credit entirely; with a very few unlimited credit is safely possible. In this respect the merchant must govern himself by individual circumstance, and then watch his man carefully, says a writer in the Michigan Tradesman. The idea that a customer could pay when he was ready may have been good enough business fifteen years ago, but it is mighty poor business to-day. To tell a man that he can pay just when he is ready may be showing a finely generous spirit but it is showing in the dealer a slackness of policy which can only end in disaster. It is true that when implements are being sold lien notes, as a rule, protect the dealer, yet in many items credit may be simply charged upon the books.

A large proportion of credit losses are due to the failure of the merchant to have an understanding with his credit customer. Of course in every locality there are professional dead beats; but against these the merchant, who makes it a practice to keep in touch with his fellow retailers, can usually guard himself. Against the man who does not intend to become a dead beat, the merchant should guard by means of a specific understanding.

Credit buying is a habit which grows upon a man. He may start out with the idea of paying cash and keeping ahead of the game,

Whatever happens. The pinch of financial stringency comes, however, and he starts to buy on credit, at first timidly. Perhaps he has overrun his financial resources and there is some article that he feels he cannot do without. He will buy on credit and pay for it when he has the money. It is so easy to buy on credit, however, that when the next pinch comes he plunges deeper and—well, eventually he gets beyond his depth. A lot of merchants lose money; and another man is added to the ranks of the confirmed dead beats.

Business Principles

In a recent bulletin published by the National Association of Credit Men the following "principles of a well ordered business" are suggested by A. B. Merritt:

I

Have definite terms and live up to them. Let your customer know that you expect your money when the bill is due. Never let him get the idea that he can put you off without offence.

II

Send your statement promptly and mark it, "Please remit." The blank statement has become nothing more than a suggestion to your customer that he has ten days more of grace, and if you have been ten days late in getting the statement out, he sizes you up as one of the indifferent, careless houses, and adds ten days on his own account. If your account is due May 1, he mentally sees himself commencing to think about paying it June 1. He is always apparently trying to "work" the creditor for more time, and the only way the creditor can hope to keep ahead is to commence to "work" the debtor first.

III

The attitude of the creditor is becoming more and more humble; but remember, nobody likes a humble man, and the debtor does not really like a humble creditor. If there's a note of apology in the creditor's attitude, the debtor immediately discovers it and "sits down on him."

IV

Everybody sits down on the humble man; man was not made to be humble. He was intended to be brave, fearless, straightforward and manly, and not apologize and be afraid of asking for what is his? Let him, therefore, be courteous but firm; let him be tactful but unyielding. Let him be sure he is right and stick to it, come what may.

Reducing Your Fire Risk

Carelessness and neglect of simple fundamental principles are largely responsible for our heavy fire loss per capita in the Canadian West. A large percentage of all fires arise from causes which are seemingly unimportant.

Every implement dealer can ask himself this question. "In what way can I make my warehouse and store more safe? In what respect are my employees careless?" And there are many trivial things around many a store that can stand remedy in this connection. Are metal garbage cans with covers provided so that they may contain sweepings, oily waste, waste paper, odd cordage, cardboard boxes, etc.? Right here is the cause for the majority of fires—just common dirt and rubbish lying around the floor. Such matter should never be put into wooden boxes or barrels, and even metal cans are unsafe unless fitted with lids.

Old paper should be baled promptly. In this way it is safer than when scattered around anyhow. A metal bin should be provided for loose excelsior. If there are railroad tracks nearby, or a siding adjoining your warehouse, see that all windows are kept well glazed and either shut or screened. Engine sparks have caused many a fire. Oils, paints, benzine, kerosene, gasoline, etc., if stored, should preferably be in a special compartment where every precaution can be taken to avoid combustion. The practice of storing these in the basement has led to the gutting of more than one hardware and implement store in the West.

In working around machinery or repair parts, you will often note that before they quit at night your employes wash their hands in gasoline. A generous portion usually falls upon the floor with all its potency for a ready blaze.

If you have electric light in the premises, examine all fuses now and then, so as to see that employes have not bridged them with copper wire, as this practice is nothing more nor less than tying down a safety valve. Keep papers and rags cleaned out from behind radiators and steam pipes. Should gas lighting be used, remember that only fixed gas jets are safe, and wire guards on them make them still safer. Repair all broken gas tips promptly.

When nails or hooks are located over steam pipes and radiators, workmen are liable to hang their coats there—especially on rainy days. These coats often contain matches, and, if knocked down

onto the pipes, fire is almost inevitable.

Oily overalls often cause fires by igniting spontaneously when put in a warm place. Auto trucks or cars may be kept at the rear of the premises, and if it is found necessary to draw gasoline from the tank of the car, or to have any around for another reason, keep the fluid in a standard safety can. We have seen a small engine being tested on the floor of an implement warehouse, with the result that a veritable pool of gasoline and oil had collected, being left over night to add to the risk of fire on the premises. Eventually, this same business—a large hardware and implement house in Saskatchewan—went up in smoke through an employe smoking down in the cellar among barrels of kerosene and gasoline. The wise dealer will make stringent rules as regards smoking on his premises if there is no care taken as to the disposition of matches, cigar stubs, etc.

The majority of us never think of fire until it directly affects us. We are too prone to forget that in the United States alone \$500 is lost every minute of each day and night through fire! Most implement warehouses are of a

combustible nature, and often-times a great deal of the contents are of a similar type. A fire having started from such a trivial thing as a small piece of oily waste, the blaze may be fed and assisted to spread or it may be checked by the construction of the building. Floors, columns, ceilings, walls and partitions of concrete, terra cotta or brick offer no aid to fire, and construction of this nature seldom has blind spaces and sheathed ceilings into which fire can find its way.

Rules for fire prevention are much more easily enforced in a good fire-resistive building with smooth cement top-floors and open ceilings, than in a building with concealed spaces in floors, walls and partitions, and with cracks between boards in which dust can gather. Even in a fire-resistive building fire is possible. Such a building is only a great stove full of possibly combustible material, which only requires a spark to start it burning. With this type of construction the heat is largely retained, and the temperature being higher, the damage is more complete. Concrete begins to dry out and crumble at 500 degrees F., and beyond 1,200 degrees steel loses its strength rapidly. Under favorable conditions, a fire reaches a temperature of 2,200 degrees F.

The implement dealer who keeps down his fire insurance rate by taking every possible precaution is taking a wise step and any expense incurred to this end is one of the highest forms of economy in the conducting of the hardware or implement store or warehouse. Always be on the alert for fire risks.



The only fire extinguisher that will put out every kind of fire. Conquers flames from oils, benzine or gasoline. A non-freezing liquid which can be projected 30 feet.

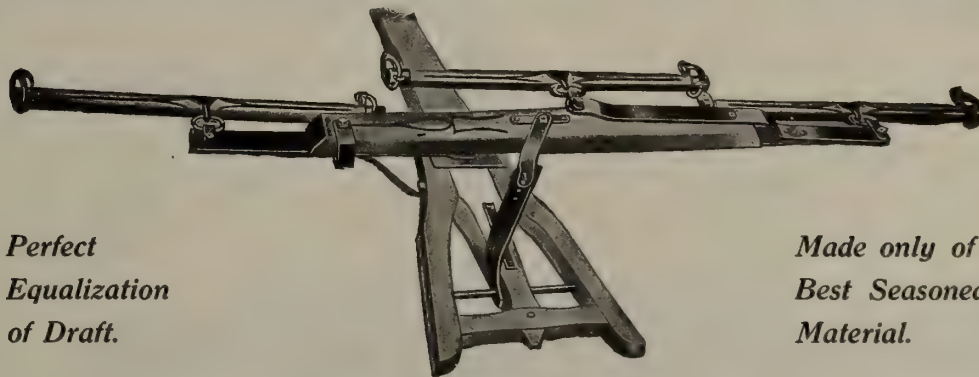
GET THIS AGENCY

Every farmer is a prospect. Automobiles carrying a Pyrene Extinguisher get a 15 per cent reduction on insurance. Retails at a price so that sales are certain. Write us to-day about the "Pyrene" agency for your territory. A specialty second to none. Get our proposition NOW!

The Ormsby Company

Bank of Ottawa Bldg.
Winnipeg

A GOOD THING TO STOCK



*Perfect
Equalization
of Draft.*

*Made only of
Best Seasoned
Material.*

OUR THREE-HORSE WAGON EVENER

Our Eveners and Hitches, besides having the Quality that means repeat orders, have that superior finish which makes them sell easily. Finely finished and striped. Write for prices.

DON'T TAKE OUR WORD FOR IT—TRY THEM

THE
BEST
PLACE

D. Ackland & Son, Limited

Calgary
Edmonton

TRADE
MARK

65-68 Higgins Ave.
Winnipeg

THE
BEST
GOODS

Service in Retailing

The retail business is the basis of the commercial system in this and every other country. Regardless of changing conditions, regardless of fluctuations of a local character, that basis will never be altered because the retailer offers his community a service which, in its entirety, can never be duplicated by other methods of purchasing.

Provided he has the courage of his convictions and the prestige of personal acquaintance with his customers, the retail dealer who has capital and capabilities has nothing to fear from external competition.

But business is in a state of constant evolution. Methods that won out last year may fail this year if you persist in them. Fail-

ure to recognize changed conditions and adapt business policies to them invites disaster. It requires more skill and more money to own and operate a retail business to-day than it did twenty years ago, just as it requires more skill and capital to conduct any successful business.

The dealer who has the factors of price, service and ability to exploit goods in a way that will stimulate the buying bug in humanity, the dealer who has a genius for up-to-date methods and ample capital to handle his business, need have no worry regarding any merchandising schemes forwarded by those who seek to eliminate the retailer.

Having a store full of goods does not make a merchant any more than a library will educate a man who cannot read. Merchandizing is a highly specialized occupation. There may be four general stores in a town, not one of whom is making money. Much of the local business may be drifting to the nearest city. Yet a dealer with sufficient capital has started in such a town, put in a large store with a combined stock greater than the combined stocks of the other four stores, and has won out! He guessed, and rightly, that lack of capital was

the cause of high prices, poor assortment, and the active mail order trade done in the community. Service was all that was necessary.

The service of the merchant is paid for by the customer. This is an immutable law in all successful businesses. When considering competition, to ignore this point is a great mistake. Since the consumer pays for service, it is his admitted right to buy where he can get the best service, each individual buyer to be the sole judge in his personal case. Conditions in this country will never be such that a Canadian citizen is not free to reject inferior service. No man can be expected to buy goods he does not want, nor be denied the privilege of patronizing the firm who gives him the most satisfactory service.

Hart-Parr Company Opens Kansas City Branch

The Hart-Parr Company, of Charles City, Iowa, pioneer tractor builders, has opened a large branch office and warehouse at Kansas City. The headquarters are located right in the heart of the implement district. The building is three stories in height, with a full basement, giving plenty of room for present business and to accommodate future

expansion. H. E. Henderson, former manager of the Denver branch, is in charge. The latter will now be handled in conjunction with the Kansas City office.

The regular Hart-Parr line will be carried, together with an unusually large and complete stock of repair parts. During the past three years, the campaigns for business throughout the Southwest have been very successful. It became necessary to establish a branch, or distributing house, at Kansas City to care for this growing trade. The popularity of the latest product of the Hart-Parr shops, the "Little Devil," has so increased the volume of business in this territory that it has made it seem all the more necessary to have a branch at Kansas City, from which prompt deliveries can be made and inquiries given their prompt attention.

The Hart-Parr Company looks forward to a growing and increasing business and at present the shops are working day and night to fill the large volume of orders coming in.

The company judges that the real tractor business is still in the future, despite the wonderful returns of the present. The destruction of horses in the present war will have a very important bearing on the sale of tractors. Common knowledge of the cost of keeping horses and the general inefficiency of the horse as a power machine, together with the opportunity to unload "horse" power at wartime prices, has brought the tractor rightful recognition of its merits.

The "Bull-Dog" Face

Ever try winning trade by stationing a big, bench-legged, homely-faced, bull-dog at the door to meet people with a growl? Ever notice how much of the "bull-dog" expression there is about the countenance of some people you meet? People avoid the expression and action of the bull-dog in a man just as they do in the original beast—it has no place in your business. The face of the bull-dog says clearly, "Keep out," when that dog is stationed behind a picket fence, and you cannot change that expression to make it say "Come in" when it is seen on the face behind the counter.

At the age of 16 you can never tell whether a girl is suffering from malaria or is merely in love.

Liquor improves with age. The longer you keep it corked the better it is for you.

GET YOUR FARM HOME From the CANADIAN PACIFIC

An immense area of the most fertile land in Western Canada for sale at low prices and easy terms, ranging from \$11.00 to \$30.00 for farm lands with ample rainfall—irrigated lands from \$35.00. Terms—One-Twentieth down, balance within twenty years. In irrigation districts, loan for farm buildings, etc., up to \$2,000, also repayable in twenty years—interest only 6 per cent. Here is your opportunity to increase your farm holdings by getting adjoining land, or secure your friends as neighbors.

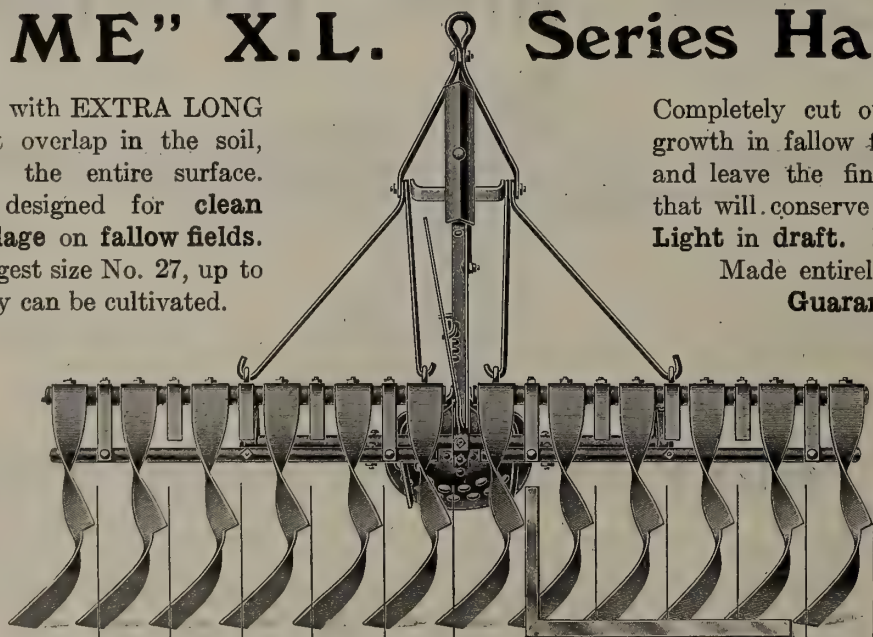
For literature and particulars apply to
F. W. RUSSELL, Land Agent, Desk 14
Department of Natural Resources, C.P.R.,
WINNIPEG

"ACME" X.L. Series Harrows

Are equipped with EXTRA LONG Coulters that overlap in the soil, cutting over the entire surface. Particularly designed for **clean summer tillage on fallow fields**. With the largest size No. 27, up to 40 acres a day can be cultivated.

Completely cut out all the weed growth in fallow fields or orchards and leave the fine surface mulch that will conserve all moisture.
Light in draft. Easily handled.
Made entirely of steel.
Guaranteed.

Bottom
view,
showing
overlap
of
Coulters



Sizes
from
3 to 17½
feet in
width

Read what a user of the "ACME" X L Series Harrows says about its work:

"I have used the X L Series 'ACME' Harrow on all kinds of soil and find it to be one of the best all around Harrows I have ever used. It is a valuable tool for **destroying weeds on summer fallow and conserving moisture**, also for making a good seed bed in the spring, because it puts the soil in excellent condition for the seed."

Waukon, Washington.
January 16, 1914

Yours very truly,
(Name on Request).

SOLD BY:
JOHN DEERE PLOW CO. LTD.
Winnipeg Calgary Regina Saskatoon

MANUFACTURED BY:
DUANE H. NASH, Incorporated
307 Division Avenue, Millington, N.J.

The Dealer and the Road

The road is often a silent revelation of a community, and if so there are many communities in the West who are being adjudged—weighed in the balance and found wanting! Some orator once said that: "Roads stand for civilization; the better the roads the better the civilization." If this is so, some of us are in a prehistoric state and should go around arrayed in the costume of 1200 A.D. And the strange fact is that so little effort is made to improve the roads in many communities. The dwellers therein all agree that their roads are "fierce"—and there it ends.

Any agitation in favor of good roads, roads with permanent surfaces that neither rain, snow nor frost can greatly impair, deserves the whole-hearted support of dealers in that community. How many families in the Canadian West were, during this spring, virtually marooned in a sea of mud, ice and snow? Not having an aeroplane, they could not get to town! And the same conditions go on year after year, yet these same farmers will raise a yell at the taxes that must be levied to give the community decent highways to travel upon.

Let the dealer preach the necessity of the good road, early and late, in season and out of season, for it is one of the factors that mean more to his community than aught else.

And to assist in bettering the roads of his district the dealer can handle road-making and improving machinery. Beyond the grader and scraper, there are wheeled scrapers, road drags, road plows, road rollers, rock crushers, etc. The drag scraper for short hauls offers a quick and simple method of transporting dirt from one point to another. Many favor the wheeled scraper, but both are staple road implements. Few farmers there are who do not believe in the road drag. Many own these appliances simply to smooth down the surface of near-by roads so as to have a decent surface to ride over. The sale of these drags should be good in most sections, for no farmer can afford to build by hand what he can purchase for a nominal sum.

A Definition

A prominent oil concern in the United States recently offered a prize of \$25 for the best definition of advertising. The money was awarded the following definition:

"Advertising—the force which enables the modern business man

to disregard the distance between himself and his prospective customers.

"The force which gives him a million eloquent tongues with which to tell his business story to the world.

"The force which enables him to create new desires and to point out new ways of supplying old needs.

"The force which, properly directed, will make a worthy business prosper, but which, no matter how cleverly applied, cannot give permanence to an enterprise founded on falsehood.

"The force by which a business may be built or wrecked, and which, in the last analysis, brings to him who uses it just that measure of success that his efforts deserve."

Dont be a Drudge—Keep in Contact

Make it a point to keep in personal touch with your customer. Success or failure often hinges on this very thing. It is related that one dealer several years ago gave as his way of turning mercantile defeat into triumph the fact that he had moved his desk farther up front so that he could see and hear everything that was going on. Before he took this step his business was apparently "going dead." He was out of touch. His clerks knew his customers far better than he. In fact, he knew many of his cash patrons only from the names on the tickets that he checked over at night, says Farm Machinery. A wholesaler one day came his way. Of course he sat down for a visit. In the conversation the dealer's method of doing business was brought out and before going the wholesaler suggested that he move his desk to a place of better vantage and hire a girl to do some of the detail. He adopted the suggestion and is to-day a prosperous implement and hardware merchant, whereas he might have been a failure.

Sounds somewhat like a fairy-tale, but it isn't. It is a serious mistake for the proprietor of any selling organization to bury himself in some out-of-way corner and drudge his days away, leaving more important duties to employees. He may work ever so hard, but he must come in contact with the people who are buying his goods. The man with his nose to the grind-stone hasn't much time to win success.

Consider the hen! She keeps digging for results.

DAIN— The Last Word in Hay Tools



John Deere-Dain Mower The Mower with the Compensating Gears

That is why John Deere-Dain Mowers cut all the grass on any ground over which a mower can be operated. Gears are arranged in pairs. Each pair holds the other in mesh.

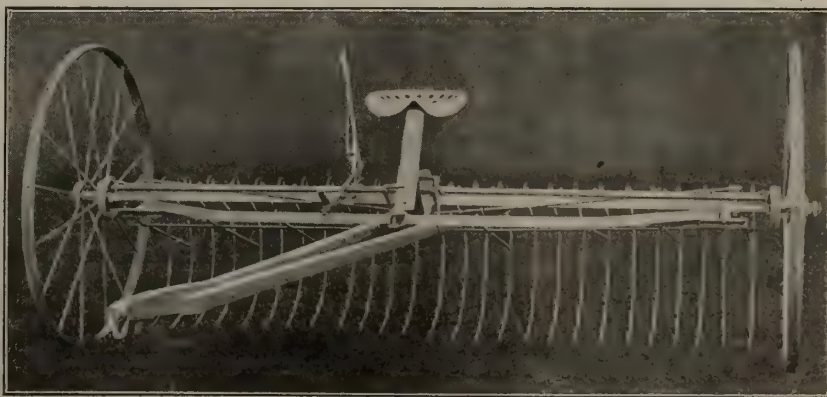
One of the most simple transmissions ever designed. All of the power is transmitted to the knives, giving them great cutting power.

Floated cutter bar and adjustable draft hitch in addition to simplified construction, make these mowers easy to operate.

John Deere Sulky Rake Self Dump

A simple sulky rake. Unusually strong and durable. Dump rods interchangeable and reversible. Wheel ratchets also reversible. Convenient lever gives positive control.

Cold rolled steel axles slightly arched give wheels correct pitch and prevent spreading or sagging. Wheels are not thrown out of true while rake is dumping.



A chain is no stronger than its weakest link. Likewise the implements you handle should measure up to the highest standard. John Deere implements have been the standard for the last eighty years.

John Deere Plow Company, Ltd.
Winnipeg Regina Saskatoon Calgary Edmonton

National Co-operation

In Canada, as in every country, there are four great factors. These four bear between them the economic prosperity, or otherwise, of our Dominion. They are: finance, production, transportation and distribution. Each of these four great arteries of national enterprise has learned the value of unity. Finance is organized; manufacturers and farmers are organized; railroads work together, and wholesalers and jobbers have their co-operative schemes. Each large unit has organized for its personal betterment, but all are partisan, forgetting that they belong to one great national household. Suspicion, distrust and conflict has been evident in some of their relationships.

That these four are economically one is indisputable. Each member of the nation must eat and be clothed and housed. Our foodstuffs come from the agriculturist, yet he requires finances—hence our banking systems. His produce has to be transported and marketed—hence our railways. He must have supplies to carry on the business of farming—hence our manufacturing, wholesale and retail systems. Logically we must agree that it costs too much to get commodities to the consumer after they leave the producer. Our economic machinery is terribly expensive. With regard to much that he raises, the farmer is justified in complaining that he, in many cases, gets too little for his product. And, on the other hand, the consumer continually cries out that he pays too much for life's necessities. The vital diffi-

culty seems to be that the producer and consumer are worlds apart and the institutions that link them are not working in thorough co-operation.

Were these four great Canadian factors to co-operate, the interests of each party would thus be safeguarded and the supreme interest of all would be one—that is, profitable and extensive production at minimum cost to the consumer. We have plenty of problems that require elucidation in connection with our national agriculture, and each year the primal assets of farming—the products—show a surplus over home needs. In the West are Canada's producers, in the East and abroad the majority of our consumers. Two-thirds of our population live far away from our greatest source of agricultural supply. Surely co-operation between the great business powers of Canada industrial, commercial and financial, would have but one end and that the enhanced prosperity of the Dominion.

The Value of the Wide Tire

The value of the wide tire in building up roads and saving horse labor cannot be overestimated. Wide tires have the same effect upon a country road as a roller on a plowed field. On the other hand, the narrow tire cuts up a road like a disk. It has been found by actual test that the wide tired wagon pulls easier in nearly all cases than the narrow tired wagon. In deep mud, on a country road, the wide tired wagon pulls 6.2 per cent easier.

On a country road with a thin surface of mud or deep dust, however, the narrow tires pull 4.9 per cent easier. In a corn field the wide tires pull 30.5 per cent easier; in an alfalfa field, 17.7 per cent easier, and on a dry country road 10.3 per cent easier.

Canadian Tractors for Russia

It is reported that the Saskatoon factory of Marshall, Sons & Co., of Gainsborough, England, has just received an order from the Russian Government for its entire stock of 70 h. p. gasoline tractors. The work of packing the tractors for dispatch, it is stated, will employ the entire staff of the factory for six weeks. Shipment will be made via Vancouver and Vladivostok, thence over the Trans-Siberian Railway. These tractors will be used for the movement of heavy field guns.

New Rumely Sales Manager

The Rumely Products Co., La Porte, Ind., has appointed J. Abrams to be general sales manager in succession to J. M. Robinson resigned. Mr. Abrams has been connected with the implement business for twenty-one years. He has had a wide and successful experience, and has qualified in all branches—as expert, warehouseman, salesman and branch house executive. He joined the organization when the Gaar-Scott Co. and the Advance Thresher Co. merged with the Rumely interests, becoming manager of the Kansas City branch. For the seven years previous to this, he was manager for the Gaar-Scott Co. at Kansas City.

The Vehicle Line

The vehicle line in a dealer's stock offers a better opportunity for resale than any other class of goods. It's a more constant source of income. If a man buys a cultivator, a mowing machine, a binder or a farm wagon, he invests his money with the express understanding that the article will "last" him for several years.

In buying a buggy the same sort of calculation does not enter into the transaction. The purchaser knows that the "Sunday" is bound to wear off the job and he's glad of this excuse to get one with the newer features within a year or two.

The amount of money tied up in a stock of vehicles is comparatively small when one considers the possibility of quick turnovers of good profits.

Knowledge and the Dealer

Those who look upon the retail implement dealer as a man who has to know nothing and just reap enormous profits from what he sells, rarely, if ever, consider what the dealer has to know in the implement business as it is to-day. Beyond the mere accounting side of his business—and there is a vast amount to learn regarding that factor—the dealer must be more or less of an authority on electric lighting plants, for they will ultimately be a factor on every large farm. He must also study a little barn water systems and plumbing, labor saving dairy equipment, the value of manure spreaders, the arguments for feed boxes, stanchions, litter carriers and steel stalls.

The old fashioned pump is passing and the dealer must be an encyclopaedia of knowledge regarding windmills for power and pumping, the water supply system of farm homes, the gasoline engine as applied to pumping work and the other fifty odd jobs which engines can do around the average farm. He must in short be a thorough expert in engine knowledge, be it of the small chore engine or the massive tractor. He must be a soil and crop rotation expert, with a knowledge of practically every branch of farming so that he can talk intelligently to his customers thereon.

Yes, there is a whole lot that the dealer must know, although he is usually only credited with knowledge enough to "soak" the inoffensive and honest son of the soil. And the more he knows of the points pertaining to success in the implement business, the more surely will success follow his efforts.

Keeping Abreast of Your Competition

Rural merchants are discovering that if they are to keep their share of the business in competing with metropolitan and mail order houses, they must adopt, not their methods, but at least their efficiency. The latter are making a big bid for this miscellaneous trade, and are using wide spread agitation along educational lines. The local merchant, who is legitimately the natural one to be the vendor of everything that has to do with farm betterment, can profit by this educational propaganda if he is the first on the scene with his order book.

Though you have only two teeth, be thankful if they're opposite.

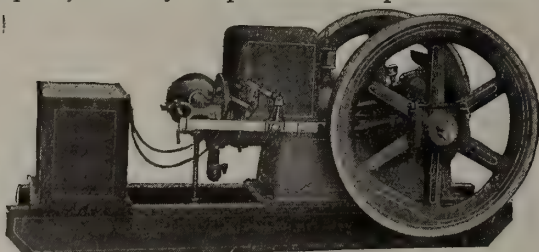


THE JUMBO LINE

HIGH-GRADE GASOLINE ENGINES

Made in 1½, 2½, 4½ and 6 Horse Power

JUMBO ENGINES are the last word in mechanical reliability. Especially made for farm purposes; economy in operation their special feature.



THE LITTLE JUMBO FEED MILL

Made throughout of steel and iron. Capacity 10 to 30 bushels per hour. Burr 6 inches. Wide range of capacity at minimum power consumption. Pulley size 6x4. Fine adjustment for perfect results. One set fine and one set coarse burrs supplied with each machine. Implement dealers should

write to-day for full particulars and prices of the JUMBO LINE. It is a money-maker for agents.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
Western Canadian Jobbers

Tudhope-Anderson Co. Limited

Winnipeg

Regina

Saskatoon

Calgary

As a Man Sees

The only things which don't exist, but which can be found any old time are faults. This is because the fault-finding specialist looks through colored spectacles with contorted lens. The defects exist in his vision, not in what he sees. One of the greatest faults with modern humanity—possibly the outcome of our quickened imaginations—is that we are always crossing bridges before we come to them. If we did not go half-way looking for troubles we would find that eighty per cent of them would lose their way looking for us.

We all live in the same world, but each of us has a different viewpoint. It is the mind of a man that peoples his particular world; one man lives in a palace peopled with potentates, another in a world of paupers and privations. The fellow who thinks the world full of good folks and kindly blessings is rich as Croesus compared with the fellow who looks upon every man as a possible antagonist.

There are innumerable nooks and recesses in your neighbors' lives which your understanding cannot penetrate. You can fill

these with fearful goblins, leering in the dark, or you can fill them with smiling angels. The choice is yours.

If you clog your own soul with self and shut out of it the genial sunshine of human sympathy, and so have no light and joy to project into the shadows you must put up with the gloom and the goblins. As a man sees in his mind so is the whole world around him.

We make or mar our lives and we make woeful or happy the world we live in just according to our outlook upon men and things. To give the best in one's self—to look for the best in all with whom we come in contact—this is neither religion nor philosophy. It is just a plain, old practical truth based on our personal outlook.

Building Binder Business

During the 1915 harvest the demand for binders should be strong. Our grain acreage should be exceptionally heavy, with good prices in view, and the demand for binders will be correspondingly

large in proportion to the increased acreage.

Dealers should take care to have a sufficient supply of these machines on hand; however, they should be careful not to overstock. Early selling when possible is advisable. When the dealer supplies a good part of his customers some time in advance of the harvest he can give better satisfaction to all.

The dealer should give the inexperienced farmer some advice when he sells him a binder. The farmer should be cautioned to run the machine with care and judgment; also to keep it under a good shed when not in use. The weather will destroy a binder

much more quickly than running it will.

When the dealer advertises his binders he should start the advertising campaign fairly easy. His customers will be apt to have him in mind when they are ready for a machine if that plan is carried out.

Cockshutt Warehouse Burned

During a disastrous fire in the town of Plenty, Sask., on May 1st, the business section of that center was almost obliterated. The Hanbury Hardware Co. and the local Cockshutt agency were destroyed. The total damage of the conflagration is estimated at \$20,000.

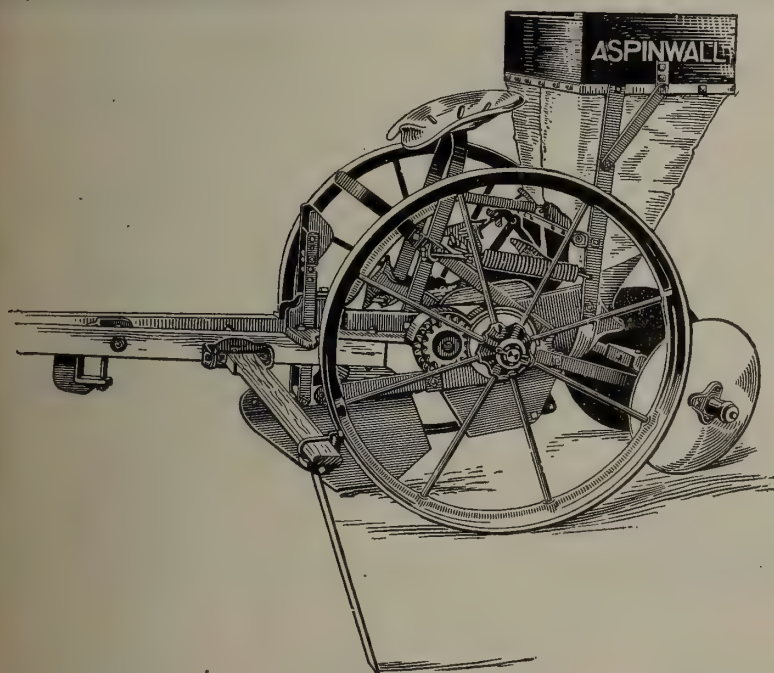
A. STANLEY JONES North Battleford SASKATCHEWAN The Original Small Threshing Machine

COMPLETE OUTFIT—8 h.p. Engine, 28 in. Separator
All Fittings, Belts and Truck with 16 ft. reach..... \$670.50
28 inch Separator alone, all fittings..... \$317.00
24 inch Separator alone, all fittings..... \$284.00



Write for Free
Catalog and
Time Terms.

Sales Agent for
La Compagnie Desjardins, Limited



ASPINWALL PLANTER

SPECIAL—

Potato Tools that are profitable to handle

The saving in time and labor effected by using these modern machines will return the owner many times the money invested.

Built in a factory that specializes in the manufacture of potato machinery bearing the name.

ASPINWALL

a guarantee of quality, Planters, Sorters, Cutters, that are recognized by potato growers as the most reliable in the field, the testing place of every farm tool.

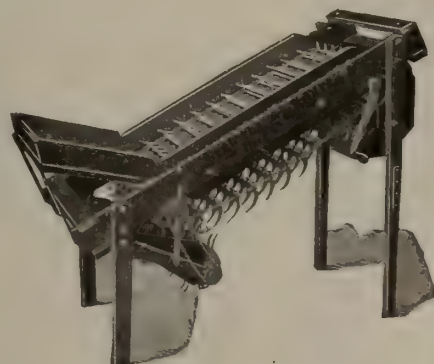
THE ASPINWALL PLANTER is in a class by itself. It works entirely automatically and can be perfectly adjusted to suit all conditions, easily and quickly adjusted to plant the following distances: 9, 10, 11, 13, 15, 17, 20, 24, 26, 30 inches.

WITH THE ASPINWALL SORTER 500 to 1000 bushels of potatoes can be sorted in a day, in a manner superior to hand selection.

TAKE UP WITH US IMMEDIATELY THE SALE OF THESE UP-TO-DATE TOOLS IN YOUR TERRITORY

JOHN DEERE PLOW COMPANY, LIMITED

Winnipeg Regina Saskatoon Calgary Edmonton Lethbridge



ASPINWALL SORTER

Quality Goods Essential

In helping the dealer the manufacturer of course helps himself. In the first stage of selling (now almost obsolete) the manufacturer made no effort to help the dealer dispose of the goods he sold him. He simply unloaded his merchandise whenever he could and left the task of moving them on to the consumer to the merchant himself. In the second stage, which was common up to the last three or four years, the manufacturer provided a ready-made advertising campaign for use by the dealer in his local papers and ingenious plans for window displays featuring the manufacturer's goods. In both these cases the manufacturer has consulted, not the dealer's interest, but his own, and the retailer has perceived the selfishness of this so-called aid. It is little wonder that

houses proceeding along these lines have failed to tie dealers close to them and are compelled continually to seek new retail outlets for their lines.

The dealer policy of the most successful producers now is entirely different. They realize that whatever helps the retailer helps them, and that it is better to go to some trouble and expense to promote his welfare and so make him a permanent, enthusiastic, well-trained promoter of sales than to be constantly expending money and energy in the effort to secure new dealers and introduce their products to new groups of consumers.

Knowing the value of the dealer's good will and knowing how important it is not to disappoint consumer circles and lose their trade by changing dealers, the wise manufacturer is willing to go to any length within reason to please the dealer and advance his interests. Instead of urging the latter to advertise he takes a part of the burden of publicity upon himself and advertises in such a way as to advance the dealer's interests as well as his own. The result we see in the farm press.

It is beyond question that a dealer makes his living by supplying the people who live near him with articles that are of value to them. Likewise that the dealer cannot live unless he holds the good will of the people in his neighborhood. If, then, he sells them an article that fails to give satisfaction he is certain, unless he has a monopoly, to lose their trade on other articles. Similarly the manufacturer who fools the dealer and through him fools the consumer is apt never to have another chance to fool either. To

secure a dealer's orders once makes little or no money for the manufacturer; reorders are necessary for a profit. People come back for an article only when it has given them satisfaction the first time they bought it.

The retail merchant is no "get-rich-quick" man. He is located permanently at his place of business. He has to sell to the same customers over and over again. He is obliged to give them a square deal every time they come to him. He cannot be a party to any plan that does not give them a square deal.

An Estimate of the Motor Car

The motor car is the steed of the present century.

It is power and speed harnessed to the will of man.

It puts speed without hurry into everyday life.

It is a sound investment that pays dividends in time saved.

It is a better tonic than any prescription.

It is the best health insurance you can carry.

It ranks with the telephone and telegraph as a utility.

It is an asset to the family welfare.

It is the most popular source of recreation.

It is a positive necessity to thousands of users.

The Begging Principle in Collecting

The fundamental principle of all credit is the written or implied promise to pay the purchase price at maturity. When money falls due, there are many ways of impressing the debtor with the fact that he is delinquent, showing him that he is in the wrong, and, so far as the amount of the account goes, at the mercy of the creditor, says the Credit Men's Bulletin. By repeatedly urging a debtor to observe the terms of the sale the effect is to increase his respect for the creditor. This for the following reasons. Firstly; for your business ethics.

Secondly; for your system of doing business. Thirdly; for your own integrity and the permanency and stability of your firm, showing that your business is conducted along proper lines.

But if the creditor writes urging payment so that his own obligations must be met, what is the real effect?

The positions are reversed, the creditor pleads for money that belongs to him, morally and legally. Consequently the debtor is placed in a superior position; he may deem it a favor to you if he condescends to send a check. His train of thought is as follows:

First.—That firm must be very weak financially, poorly managed and utterly unable to help me in a real crisis, hence the sooner we close that account the better for us.

Again, in selling a customer we start out with his written or implied promise to pay at maturity, which is satisfactory and sufficient from your standpoint then, but the moment you urge that you "need the money" your original agreement is forgotten, and practically voided, as there is nothing in common or similar in the arguments.

A final reason is the fact that a "hard luck story" might be used once and through the generosity of the debtor, have the indebtedness paid—but all will admit that its repeated use is not only less effective, but demoralizing to a customer's respect for sales terms.

Visions with Some Value

It is the boy who dreams who sees a field of thrifty alfalfa where that stunted yellow corn is growing on the timber forty. It is the boy who dreams who sees those hungry looking cows with burrs in their tails replaced by a herd of dairy matrons that tax the capacity of the milk can at every milking. It is the boy who dreams who sees a waving cornfield where the cat-tails are growing, who sees a woven wire fence in place of the old hedge, and a new barn where the cow shed is falling to pieces. We need more dreamers on the farm.—Prairie Farmer.

The Value of Reading

We cannot go to school all our lives. The wise man, however, is the one who reads during his spare time and in this way learns what other men know. The man who uses his head is the man who makes the most money—the man who reads, thinks of what he reads and remembers what he has read is the wise man of to-day.

Peters Double Cylinder Force Pump



A Pump without a Peer

The very best in Design, Action and Durability.

PETERS PUMPS make satisfied customers

Ask the Man who owns one

Manufactured by Peters Pump Co. Kewanee, Ill., U.S.A.

SOLD EXCLUSIVELY IN CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary
Write nearest Branch House for Particulars

FRAZER AXLE GREASE.



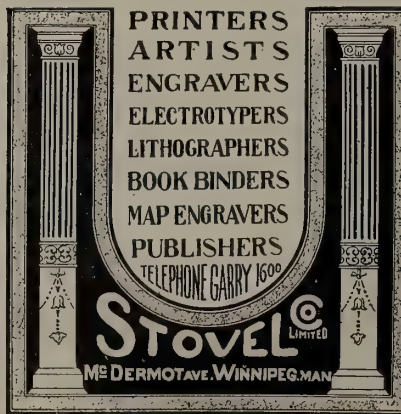
Not affected by Heat or Cold. Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

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STOVEL
ME DERMOTAVE WINNIPEG MAN

Auxiliary Power and the Binder

Since the coming of the gasoline engine, in no line of industry has its adaptability been more clearly shown than in its use upon the modern farm. On every farm of reasonable size the engine is not a luxury but rather a necessity. In gasoline engine design and construction the day of experimenting is long past; we now have engines which are about as worthy of the appellation "fool-proof" as is the humble, but very necessary, can opener.

The adaptation of the gasoline engine to the self binder is one of the greatest steps in farm mechanics made in recent years. Furthermore, the engines are not restricted to a size which makes them suitable only for this operation, but have a range of capacity applicable to a score of different operations in the daily routine upon the farm. Weight, in an engineering sense, is not a vital necessity to engine design, and the light weight, high speed engine has proven, over and over again, that it will pay for itself and will handle any job that comes along, delivering its rated power and lasting as well as any of its tribe that claim greater durability because of more massive design. When such an engine can be used, not only during harvest but as a general purpose engine, it becomes a factor that the implement dealer should give serious consideration to in his selling campaigns.

Let us look for a moment at the part the engine actually plays as an auxiliary to the binder. Unless equipped with one of these engines, even the best binder made cannot, under certain conditions, give good results. In increasing the efficiency of the binder under all conditions the dealer has not been slow to recog-

nize the trade possibilities of the binder engine, and in many districts dealers make a specialty of equipping the binders of their customers with these invaluable auxiliaries. This because of the fact that an extra profit is made by the sale of the engines, while the increased efficiency of the binder gives greater satisfaction to the owner and lessens the complaints due to breakdown while in operation.

There can be no doubt that the killing work to which horses are subjected when drawing the binder has been a great factor in making the binder engine popular. Cutting has often to be done in very hot or humid weather, and the exhaustion of the animals is usually a thing any farmer is glad to avoid. We cannot evade the fact that the binder often pulls hard. This is not due to the weight of the machine, for two horses can easily supply the necessary draft when it is out of gear. The strain is due to the fact that the bull wheel must transmit power to the cutting and other mechanisms. Before the coming of the binder engine this increased draft was inevitable; now the power is no longer transmitted through the bull wheel but is supplied by the engine attached. Every implement dealer knows the strain to which the binder is subjected—the racking and jar that ensues when the bull wheel falls into chuck holes or dead furrows. In dry weather the effect of these inequalities in the soil is, if anything, intensified. But when the binder engine is attached the wear and tear upon the machine is very materially reduced. Owing to the way the engine is located upon the binder frame (and it will fit any make of binder) the engine power is transmitted to the binder in an

even, continuous stream. Break-downs become less of a terror in harvesting, and the two, or at most three, horses easily haul the mechanism with a steady, straight tireless pull—the killing strain upon the shoulders of the animals being eliminated.

As an auxiliary power plant to any binder, the Cushman binder engine is one that merits the attention of every implement dealer. In the time saved, the conservation of horse flesh, and the grain saved, this engine is a factor that no farmer can overlook. When it is necessary to cut a crop quickly, and when the grain may be badly fallen or lodged by storms, the economy effected cannot be questioned. In cutting tangled growth, for instance, a full swath can be taken. Ordinarily a half swath could only be taken by the binder, for the reason that the machine chokes. The straw, freed of the weight of heads by the first passing of the sickle, rises and requires a second, possibly a third, cutting, wasting power and time. Moreover, much wheat is wasted by escaping the reel and sickle.

But with the binder engine attached, the latter, owing to its wide range of speed, is speeded up so that the reels, thrown down

and forward, comb the tangled grain over the guards and onto the platform before the sickle cuts it. If necessary, the pace of the team can be slackened until platform, elevator or binder throat are cleared. In this way the engine prevents waste of grain and time, shortens the duration of the cutting operation and allows the farmer to get off his crop without depreciation. Add to this the saving in horse flesh, and the saving effected is one that soon pays for the initial cost of the engine. One farmer, who owns a river bottom farm, purchased a binder engine along with a new binder, albeit he doubted the wisdom of his expenditure. He had fifty acres of heavy wheat to cut, about one-third of which was badly fallen and lodged. In less than half an hour he was a binder engine enthusiast! He realized that without it he would be wasting time and wearing out horse flesh. Three of his horses pulled the binder as easily as six or eight head could have done had the engine been left in the dealer's warehouse. His new binder had not to suffer the jerking that plays havoc with chain, bearings, castings, reel, blades and arms.

And when harvest was over, and the new binder laid aside until the following year, the little binder



The "Winner" Rotary Washer

A four way hand washer that appeals to every woman. Catches clothes in a different position each time. Simple in construction; gives perfect results.

FOR FARM AND HOME

The dealer cannot handle a better machine. Tub is made of kiln dried red cypress. Two ply full opening lid. Easy to insert and take out clothes. We guarantee that it will satisfy your most particular customer.

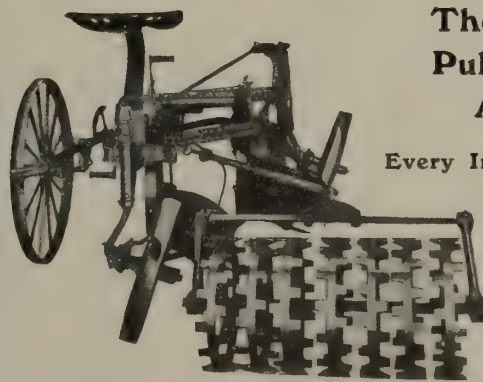
John Watson Mfg. Co.
LIMITED

311 Chambers Street, Winnipeg

Write us for our list of hand, power and electric washers. Our proposition to dealers is a money-maker. You can sell washers this summer. Write to-day.

Every Farmer Needs One

The Packer and Pulverizer Plow Attachment



Every Implement dealer knows this attachment. You have looked for it—now it is back on the market, giving you a sure selling proposition.

Follows the Plow—Packs the Soil

This plow attachment packs the soil immediately it is turned over. Conserves moisture and increases both the quality and quantity of the grain. No side draft, very little additional draft; no need for an extra horse.

Can be attached or detached in a moment to any make of sulky or gang plow. Hundreds of farmers have proven the perfect practicability of this packer attachment.

We can fill orders from stock. Price \$18.00, cash with order. WRITE TO-DAY.

EVERYTHING IN SHEET METAL

Winnipeg Steel Granary & Culvert Company, Ltd.

Factories: ST. BONIFACE, MAN. and REGINA, SASK.

engine still pursued its vocation of usefulness. It ground feed, sawed wood, cut fodder, drove the washing machine and separator, in short, became a very profitable and industrious hired man that gave its 4 h.p. ungrudgingly whenever asked.

From the dealer's standpoint the selling arguments for the binder engine are many. Attached to a binder in his warehouse it attracts the attention of every customer, while alongside an engine of the same make may be shown upon a truck testifying to the adaptability of this mechanism as a portable labor saver on the modern farm. The fact that the Cushman factories, doubling their capacity yearly, cannot supply the demand, proves undisputably the increasing popularity of the light weight, high speed engine.

Pushing the Pump Trade

You may have to work hard to build a demand for manure spreaders in your locality, but the demand for the pump—the plain, old pump—always exists. Sufficient and sanitary water supply is a question of vital importance to every farmer. We have in mind a dealer who conceived the idea of a pump selling campaign—taking as his slogan the war-cry: "More and Better Pumps." This man kept a record of his pump business which showed that it gave him a profit of more than 20 per cent over and above the cost of doing business. He proved beyond dispute that, for the dealer, pumps pay!

There is an old and lugubrious ditty about the "Old oaken bucket that went to the well." It may be a nice, sentimental recollection but the open well and its winch are things of the past. These are days of sanitary living. A man may enter your store fully convinced that he is to buy a cheap wooden chain pump, or wooden sucker pump, but if you have the pump business at your finger ends you can convince him so that you

help him to load a modern iron outfit on his wagon.

A dealer down in Ohio, some eight years ago, handled only wooden pumps, which were bought outright by the customer who installed them himself. Finally, he tried a few iron pumps as an experiment, and now he employs three men who do nothing but set new outfits and repair old iron pumps. This dealer has a veritable monopoly in the local pump business.

While the wooden pump may be all right in its way, we cannot evade the fact that it collects germs and invisible wood parasites that multiply in the stock and sprout. Many a bad fever has come via the ancient, spongy, wooden stock of an old pump.

We have made great efforts to lighten the labor of the farmer, but the same can scarcely be said of his women folk. It is a common sight to see women on the farm carrying water from distant wells to the house. In fact, it is the exception rather than the rule that the farm house is well equipped with the proper water system by which the women can save many steps and much hard labor. A recent report shows clearly that a woman on a farm which is not equipped with the proper water supply is made to lift a ton of water a day. This fact is shown by counting the trips she is required to make back and forth to the well or cistern, the number of times she lifts and handles the water during the course of a day's work, and is so clearly demonstrated that one can readily see how the statement is correct.

There is no lack of impressive facts that the dealer can forward in connection with the necessity for having pure water in the farm home for drinking and bathing purposes. The amount of typhoid fever in our rural communities can, in many cases, be directly traced to an improper supply of water, or the negligence of the farmer in making sanitary arrangements for bringing water from a pure source into his home.

The dealer can very profitably give some attention to this question of farm water supply. It may, for instance, not have occurred to him just what amount of water stock will drink per day: Horses, 5 to 10 gallons; cattle, 7 to 12 gallons; hogs, 2 to 2½ gallons; sheep, 1 to 2 gallons; and that it requires about 1½ gallons to fill an ordinary lavatory, 30 gallons to fill the average bath tub, and from 7 to 10 gallons to flush the closet.

Add to this the amount necessary for washings, sprinkling flowers and vegetables, home use, etc., and you have a formidable array of labor that the procuring of the water supply entails daily upon the average farm. From this the road is easy to the benefits that follow the purchase of a power or windmill pump. There are virtually loads of facts concerning the material and economic advantages of such pumps and water supply equipment as the dealer may be handling. No dealer, for instance, should recommend a common iron pitcher pump for household use. A pump of this type is utterly out of place in a kitchen where modern fixtures are used. Yet we recollect a dealer who made this choice for a customer!

The Pumping Engine

It is not necessary at this late date to expatiate on the value of the gasoline engine on the farm. In connection with the water supply, however, a power pump pays for itself in a very short time. The utility of the farm pump engine is unequalled. By that we mean an engine not adapted to the heavier classes of farm work, one that does not require a heavy foundation but can be operated on a common board floor. Primarily intended for pumping water, the pumping engine is an all-around necessity. It can be attached to the ordinary pump in a few minutes, and, after use, can be as quickly detached and taken to where some other job awaits doing. In fact, by having two pulleys for belts, it can do two jobs at once. Running the fanning mill, feed cutter or grindstone, washing machine, churn or cream separator, the pumping engine means not only a saving of time and money, but also a vast conservation of bodily energy.

With a hose attachment, the pumping engine makes an efficient fire fighter, or can be used for sprinkling purposes during a dry season. When days are hot and the horses tired and dusty, they can be washed off thoroughly in a few minutes. The wagon, buggy and automobile, the win-

dows—all can be rapidly and thoroughly cleaned.

A Wide Variety Can Be Sold

It is not necessary in this article to consider the various kinds of pumps for different conditions. Suffice it to say that there are pumps made for every requirement, such as hand and wind mill or power pumps for watering of stock and general farm use, hand pumps for the yard or house, and hand and power hydro-pneumatic pumps which are used in connection with pressure tanks for pressure tank systems by which water is delivered to all parts of the house or barn from one source of supply. The dealer, however, should make himself conversant with these various types of pumps and have on hand a sample of each of them where they are readily reached and can be easily explained.

Former Implement Dealer Killed at Front

Recent reports from Ottawa contain the information that Lieut. W. Fitzpatrick, of Estevan, Sask., has succumbed to wounds received in the recent battle near Ypres. The late Lieutenant was attached to the Fifth Battalion, 2nd Brigade. He was formerly an officer of the 20th Border Horse, but was seconded with the C. E. F. and attached to the 5th Battalion at Valcartier. Lieut. Fitzpatrick used to farm in the Weir Hill district, near Estevan, and later carried on a business as an implement dealer in that town. Coming of an old fighting stock, he was born in India where his father was an officer in the Indian Imperial Forces. He was through the Boer war with the Imperial Light Horse, and now has given up his life for the Empire he served so well.

Canadian Twine in Britain

Last year two brands of Canadian binder twine were freely offered in Yorkshire, England, by agents of a Canadian firm. Merchants in that county engaged in the cordage business consider that an opportunity might present itself this season for the sale of Canadian binder twine if supplies could be received at prices which would be acceptable for them to handle the business. For the nine months following, April, 1914, Canadian binder twine to a value of \$42,523 was sold on the English market.

If a man's nerve is good he can manage to pull through, even if his credit is poor.

PEERLESS ORNAMENTAL FENCING


It's Made of Heavy Open Hearth Steel Wire

with all the impurities burned out and all strength and toughness left in. Heavily galvanized. Every intersection is locked together with a Peerless clamp. Top and bottom wires of Peerless Poultry Fencing are extra heavy—extra strong. Consequently fewer posts are required. Peerless fencing can't sag—can't rust—can't get out of shape—can't help giving absolute satisfaction.

You can sell our fence with a clear conscience and make money, too.

Send for our dealer's proposition. It's attractive. It will interest you. It's well worth a stamp. Send today.

The Banwell-Hoxie Wire Fence Co., Ltd.
Winnipeg, Man.
Hamilton,
Ontario



Chapman Gasoline Engines
Chapman Barn Equipment
Chapman Water Systems
Chapman Economy Silos
Chapman Well Drills
Toronto Windmills
Saw Frames
Grinders
Pumps
Saws



These Lines Mean Money For Live Agents

The Demand for our Silos and Barn Equipment is Becoming Brisk

The Chapman Economy Silo has so many points of superiority that it is very easy to sell. It is built by the same men who have built 90 per cent. of the big sprinkler tanks now in use throughout the Dominion. It is a big improvement over the ordinary silo.

Chapman Economy Silos Chapman Barn Equipment

Chapman Barn Equipment includes stalls, stanchions, water basins, litter and feed carriers, with special Chapman features which make instant appeal to the farmer. Investigate this at once as the demand is now on. We are always able to place a few more good agents.

Write for Special Catalogue and full particulars of our Agency Contract

ONTARIO WIND ENGINE & PUMP CO., LIMITED
TORONTO MONTREAL WINNIPEG CALGARY

Gather Your Harvest

ON the farm the big climax of the year is the harvest time. Every farmer needs binders—twine—repairs—to meet the harvest.

Thousands of agents are now starting McCormick sales campaigns which before threshing time will have added many dollars to their year's profits.

Get things working now so that every man who thinks "new binder" must think of you and the McCormick first. Begin now to make your store the headquarters for quick and complete repair part service. Go after the twine business. We will help you do it.

Use our sales campaign service to get extra business this summer. McCormick binders, twine and repair parts will repay every effort. Write to the nearest branch house and start things now.

INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.

BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.





HUPMOBILE ECONOMY is the real reason why the Hup is the fastest selling car of its class.

Economy of Maintenance
 " " Gasoline
 " " Tires
 " " Oil
 " " Care
 " " Nerves
 " " Price

You should assure yourself that the car you buy is **ECONOMICAL**; that repairs are few; that it is a thoroughly good car; that it will give satisfactory service season after season.

Write for our new and valuable 1915 Year Book and see the Hupmobile at the nearest dealer's.

MADE IN CANADA, \$1,400 F.O.B. WINDSOR, ONT.

Joseph Maw & Co., Limited

DISTRIBUTORS

112-118 King St. Winnipeg



THE BULLDOG WILD OAT SEPARATOR



Protect
Yourself
and
Your
Customer
by
securing
Contract
NOW
for Fall
Trade

MR. DEALER: Your customers want this machine, and you can make money selling it. Specially designed for taking Wild Oats out of Barley and Tame Oats.

Note the Construction: Hopper feeds the two upper rolls, made of corrugated, galvanized wire. These corrugations make the grain tumble on end; it can't slide sideways as on a flat sieve. The kernels stand erect, allowing the wild oats—which are thin berries—to go through the roll, the large, plump grain remains. Lower roll catches what the upper rolls may miss. Perfect separation is the result.

With this machine the farmer also has a perfect means of grading tame oats, removing mustard and wild oats, culling the fat, plump kernels for seed. Note the elevator and bagger. Strong construction throughout.

Write Today for Prices and Particulars of our Grain Cleaning Machinery

Twin City Separator Co. Ltd.
179 Bannatyne Avenue, E. WINNIPEG



GET OUT STRONG AND SELL THE DEERING BINDER

YOUR customers will agree that there are a dozen points and more about Deering binders that are top-notchers—especially if you let them know all about it.

The Deering Binder is a very easy-running binder. Yet there is no sacrifice of material to obtain this result. The frame is substantial and well-braced at every point. This keeps all the working parts in perfect alignment so there is no binding of gears. All working shafts are in self-aligning boxes fitted with ball and roller bearings.

The Deering binder is so thoroughly perfected and up to date in every feature—frame, knottter, elevator, reel equipment, that one finds it hard to pick any best detail.

It is already high time to begin setting the influences in motion that will mean binder business and twine orders when harvest comes on. If you will write the nearest branch house about the matter you will get information that will undoubtedly help you to more Deering sales. Take advantage of the selling helps that we can furnish you.



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CANADIAN FARM IMPLEMENTS

VOL. XI., No. 6.

WINNIPEG, CANADA, JUNE, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
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Reserve Fund 3,400,000

Total Assets, over 80,000,000

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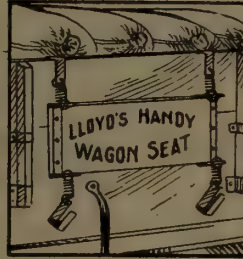
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WHY NOT YOU?

Some dealer in your district will make money this season selling the Lloyds Spring Wagon Seat. Will it be you? No better specialty on the market. Fits any wagon or sleigh box. The handiest wagon seat ever made.

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SPRING WAGON SEAT

Look at the illustrations. No box space required. Light, strong, durable. Low slung, gives perfect control over team. Order your Wagon Boxes without seats, and write to-day for our prices. It's a winner for the dealer!

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Show your lady customers how to make wash day a pleasure rather than a drudgery. There is an ever-growing demand for the modern washing machine—and you can sell no better machine than the GEM WASHER. Once started by a few strokes of the handle, the heavy fly-wheel does most of the work. The rapid action dasher makes a full three-quarter revolution every time.

WORKS EASILY—WASHES CLEAN

The handle can be set in two positions, so that operator may sit or stand at will. A demonstration with one of these washers will result in certain sales. Write now for prices and terms.

A FULL LINE OF HAND AND POWER WASHERS

Here is a line that means ready sales for the dealer. Our proposition to agents is a money maker. There is no "off" season for washing machines—they sell all the time. Send for full information regarding our stock of hand, power and electric washers. Do it NOW.

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Feed Cutters (seven styles)	Pulverizers	1½ H.P. Engines
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Moline Plows and Disk Harrows; Monitor Drills; Mandt Wagons and Trucks; "National" and "Mandt" Manure Spreaders; Adriance Binders, Mowers and Rakes. We also handle Janesville Plows, Disk Harrows, etc.

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LIMITED

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OUR 1915 AGENCY PROPOSITION

of the
RAYMOND LINES

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Big Profits to Agents

OUR FAMOUS
SUPERIOR CREAM SEPARATOR

New 1915 Model is a 600 lb. capacity machine which sells at the price of a 300 lb.

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**C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.**

ARE YOU READY?

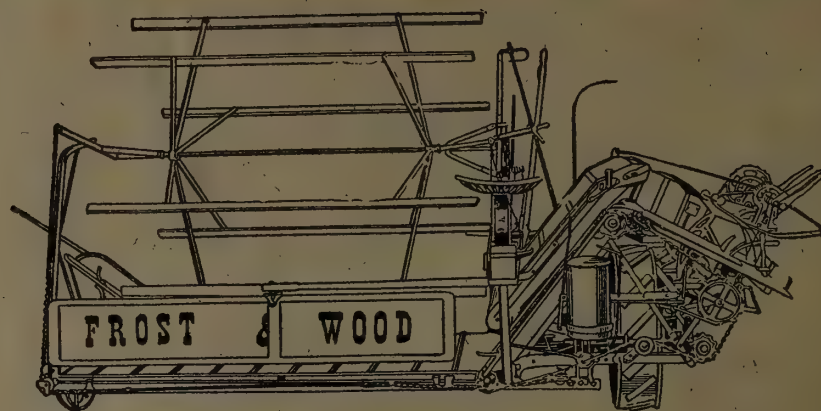
There is
going to
be a big
demand for

Frost & Wood Binders

AND

Cockshutt Plows This Summer

Increased
acreage and
the prospect
of bumper
crops are
the reasons.



THE WAY TO GET BIGGER CROPS AT LESS COST

is to use the FROST & WOOD close-cutting, light-draft Binder. Farmers know it and will demand this machine. It harvests ALL the crop. Wastes no straw or grain. Handles even the down and tangled stuff in fine shape.

Its light draft cuts cost. Roller bearings make it the easiest running Binder. No delays tinkering with complicated mechanisms—the FROST & WOOD is simple and easily understood in every detail. A sure knottier ties every sheaf.

Ask our nearest Branch office for full particulars and illustrated literature on these machines.

Cockshutt Plows for Every Purpose

Every farmer, after using them, says they're the most up-to-date Plows built. They save time—and work. Take all the drudgery out of plowing—and are adapted for all classes of work. We have types for every purpose, from the biggest Engine Gang to the smallest walking plow. See catalog for full line.



Beaver Gangs

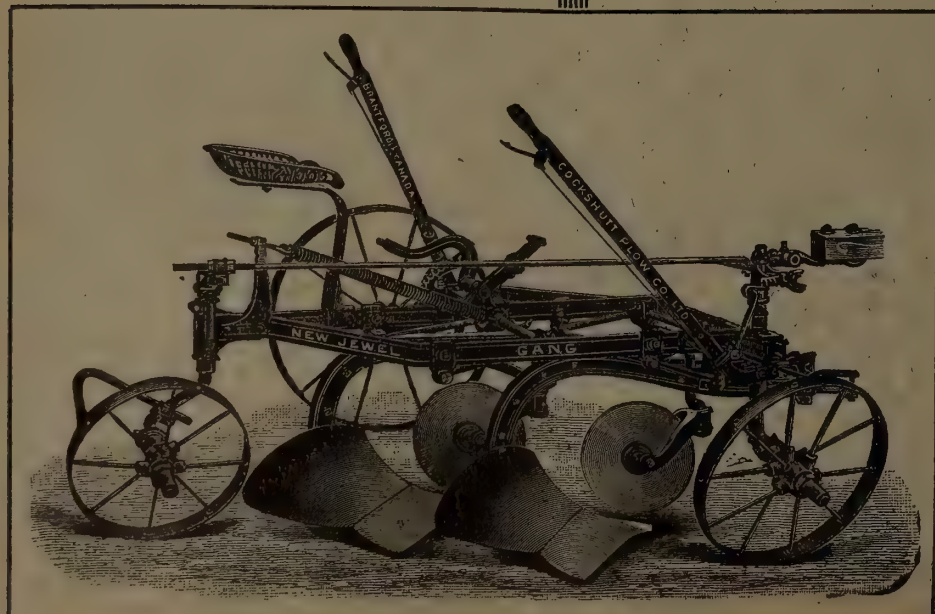
The Beaver is one of the best of the line. Its steel standards, strong braces, heavy beams and careful design give it ample strength for hardest work. Operating levers all conveniently arranged. Note particularly the arrangement of furrow and land wheels. This enables the "Beaver" to get down into "dead" furrows when cross plowing. Either stubble or breaker bottoms.

Jewel Gangs

Bottoms on the "Jewel" Gang are raised and lowered by a foot lever. Both hands are left free to manage the team. Bottoms can be locked in position to plow entire fields at uniform depth, or can be adjusted to float and automatically clear obstructions in stony soil. Strength is built into every feature and only the highest grade of materials is used. Cockshutt Plows are the most satisfactory to handle—they always make pleased customers.

Cockshutt Plow Co., Ltd.

Winnipeg Regina Calgary Saskatoon



CANADIAN FARM IMPLEMENTS

Vol. XI., No. 6

WINNIPEG, CANADA, JUNE, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

Working Together For Better Business

From the viewpoint of the farmer, toiling with plow, harrows or binder, the job of running a retail business seems a cinch—a nice, pleasant diversion that affords a comfortable social intercourse with one's intimates and just enough work to keep one from rusting. Authorities have agreed that this passion of the retired farmer to reign behind a counter is a large element in the ghastly percentage of failures of retail merchants in small towns to-day. This dream that running a store is easy often finds outlet in the co-operative store, with its usual failure. There is no royal road to success in retailing, as many a farmer has found who took it up. But while farmers steadily co-operate in their own line there is much room for improvement in the relations of retailers with one another.

In credit and collection matters, co-operation between merchants in the same community is of vital importance. Co-operation among the small town commercial units means less loss, not only in bills that are never paid, but in the length of time you have to carry some of your customers. A canvass of the situation in your neighborhood would likely bring out some surprising information and would open the eyes of every retailer therein to conditions that could be remedied by the proper and legitimate use of co-operation between competitors.

What One Retailer Said

The attitude of the seasoned country merchant can be given in the following phrases, and with no imaginary trimmings. One retailer says:

"I've got my back to the wall and it's a single-handed fight every minute. Every competitor is after my scalp. So is every deadbeat and crook that comes into the town. And the mail-order houses have their machine guns and heavy artillery trained on all of us all the time. Then, to add to the merriment, the fly-by-night auctions and

travelling peddlers of all sorts are constantly nipping at our heels. At times I feel that we are very much in the position of a band of men fighting among ourselves at the very moment when a strong besieging force—powerful, well generated and well armed—is closing in on us from the outside. Meantime we keep on fighting among ourselves so consistently, so incessantly, that we give each other no chance to pay a moment's attention to our outside enemies or to throw up fortifications from which to fight the invaders."

Commercial life cannot be entirely successful without commercial peace. Could retail merchants in every community have a business drill-sergeant—a man who would train them to fight the common enemy—the deadbeat, crook and mail-order house, instead of cutting one another's throats, the result would be remarkable.

If you cannot get the retail merchants in any one town to organize themselves for their mutual benefit and protection, and men who have tried to do this have found it a heart-breaking job, it stands to reason that it is much more difficult to get retailers of one class throughout an entire province to co-operate for their common good. A country merchant hits the whole thing in a few words when he said:

"We have a sort of organization but we haven't had a meeting for more than a year. I guess it would be pretty hard to get some of the fellows to attend any meeting if they thought that certain of their competitors were going to be there . . . You don't realize how little love is lost between men in the same line of business in a small place like this."

Study the last phrase in these remarks. It tells more clearly than a volume of facts, figures and statistics just why the small town retailer prefers to go on fighting a lone hand, struggling

against difficulties that could be swept away by organization, foolishly going under water as a solitary unit unattached to any body of men in the same line of effort.

Bad Feeling a Detriment

The lack of co-operation, the lack of mutual effort towards bettering their businesses, is the death knell of the majority of small town merchants. Bad feeling between retail storekeepers grows at a rate that outstrips the growth of weeds in a fallow field. First they don't speak to each other—finally they forget that they are in business for any other purpose save to get the scalp of their competitor.

In any one Western town the biggest leak of the local merchant is through poor credits, and it needs no brains to see that you can never beat the deadbeats until their credit value is based upon the experience of the entire retail trade of that town. The deadbeat may owe the hardware man, the implement agent, the general stores and the butcher, but each individual retailer does not concern himself on the general scope of this slow pay artist, consequently the added enormity of his credit is not realized—again through lack of local retail co-operation.

When the credits and collections of the entire town are brought to a better business basis the retailers will comprehend the value of working together as regards that most important side of all country retailing. The institution of a collection bureau, headed by a live and energetic business man, in any country town would be the best step it could take towards commercial stability. Not only would money be got from the intentional deadbeats, but the poor pays of the community would be educated to regard their financial obligations as a more serious proposition than is now the case.

The manager of such a bureau would secure a deep insight into

the financial affairs of the whole local retail system, and he would have a knowledge of the credit value of the territory that would benefit every unit in the retail trade of that center.

Again, the retail merchants, left free from the constant worry of collections, and with the assurance that credits were at last based upon knowledge not guesswork, would be able to apply their energies in a hundred and one ways towards the improvement of their cost systems and service to their respective customers.

Sociability Always Counts

It is a historic truth in the minds of many farm folks that the residents of the nearest town hold themselves aloof in a social sense—that they are stuck-up! Farmers' sons and daughters are often made to feel this by the pseudo "smart" young folks of the small town. This is against the retailer. Farmers should be made to feel that goods are only a part of what they get in town, and that the latter is simply a center of population the main end of which is to serve the pleasure and convenience of the surrounding territory and its inhabitants. **Were there no farms there would be no town.**

The retailer must never once lose sight of this fact. He may be mayor, but he is a mud-head if he looks upon himself as a little tin god. Too many successful retailers come to regard themselves as the hub of the universe in that particular center. They are not, they are simply a cog in the wheel of local distribution. The country merchant who does not mix, who cannot enter into the every-day lives of his customers is the man who cannot hope to have continued success. Home trade must be fought for, be the town small or large, and nowadays competition is too keen to let any customer regard you as anything other than a man who has his interests at heart and who has a live appreciation of his

struggles, successes and progress. Welding the customer to the store is what every retailer must do in the small town of to-day, and it is a job that requires both sympathy and comprehension of the peculiarities of the individual, along with no small natural ability on the part of the retail merchant if success is to be his.

The Draft of Farm Implements

The draft of plows varies very much, depending upon difference of soils, difference of physical conditions of the same soil, etc. The proper adjustment of any implement makes more difference than the average man might think. Coulters will reduce the draft of a plow 20 per cent. The shape of the mold-board has also a great deal to do with the load, a steep one being harder to pull, as we could easily see if we tried to break prairie with a stubble mold-board. A plow pulling 1,000 pounds, with five horses, would give each 200 pounds. This is too much, and it would pay to put on an extra horse. When I say "pounds," I talk in terms of draft—not indicating weight of implements or load, but the registered strain of the dynamometer. Here I proved that the lead team on a tandem hitch does not pull much more than its proper share, although many people claim they do because they are farther away from the load. The two lead horses were often pulling 403 pounds in place of 400 pounds on a 5-horse hitch, which would be two-fifths of the total load of 1,000 pounds. Another test with two ahead and four behind showed that the lead team was pulling no more than their share.

On the University Farm a little experimental work has been done. Different machines were used the same day on the same land and with the same team, which make the results satisfactory in this test. We tried a disc plow (3 furrow) cutting a 30-inch strip. The pull on corn stubble was 900 pounds and on oat stubble at the other end of the field 1,000 pounds. Following this with a 12-inch gang, cutting 24 inches, we got a pull of 1,000 pounds. Taking the difference in width into consideration and figuring on the same basis the disc plow pulled easier. Theoretically this is what to expect as we have rolling friction in place of sliding friction to contend with.

A surface packer took 700 pounds to pull with the same 4-horse team. They warmed up quickly under a lighter load, but the walking on the soft land would account for this. Follow-

ing this came a set of harrows 24 feet wide with a man riding a harrow cart. This took 600 pounds. When the cart was taken off, the load was 550 pounds. Many people, never the hired men, claim that a harrow cart requires an extra horse. We found that 50 pounds was all the extra load. A small surface packer, which can be attached to a gang plow, adds 45 pounds to the total load. Besides this, we tried a potato digger in a light crop and it was just a fair load for four horses, 600 pounds. Drills usually take about 30 to 35 pounds per disc, single disc being harder to draw on account of the suction and the extra cultivating action, due to the shape of the disc.—Prof. McGregor Smith, University of Saskatchewan.

Getting a Start

In these days of enquiries into the sale of farm machinery, at which picturesque details are given of usually only one side of the case—the farmers—it would be well to look for a moment at another viewpoint. We all know the homestead requirements in Western Canada, and we know that those who are in a position to buy their land are greatly in the minority. The homesteader must build a shack to shelter himself and his family, and he must have tools to work and cultivate his land, which lies waiting breaking.

While he may have money enough to buy a team of horses or a yoke of oxen, he must have a wagon, plow, drill and other necessary implements. Right here is where the credit extended by agricultural implement concerns becomes the principal factor in the development of the Canadian West. The collection manager for a machine concern puts it very tersely in these words:

"Some neighbor or fellow-homesteader tells him to go to the local machine dealer where he can buy implements on credit. He does so and gets what he needs, giving his notes for one-half or one-third due the first fall and the balance in yearly payments, the principal security of the homesteader being his abundance of good health and courage. He promises to pay when he gets a crop. When he succeeds in raising a crop, the chances are he will make a partial payment and must be carried for the balance. The following year he likely buys more implements, as our statistics show that in about seventy per cent. of the cases they purchase additional machinery the following year. Therefore the debt grows.

"If the homesteader proves to be a sober, industrious and frugal man, he will plod along until he obtains his patent, when he will immediately put a mortgage on his farm and the proceeds he will use to pay his debt as far as it will reach, but in the years it has required to prove up on his land he has been buying the necessary machinery on credit to carry him along. Without this he could not have cultivated his land and would have been a failure.

"There has been a good deal said and written by theorists and politicians on this question. They know but little of the actual facts and conditions. We can safely say that ninety per cent. of the successful homesteaders would tell you that except for the credit extended and the leniency shown by the machine companies during their homesteading days it would have been utterly impossible for them to make a home on the prairies of our Canadian West."

Steam Plows in France

In France there is at present a decided movement in favor of steam or motor plows, the desire of agriculturists being to reduce costs as has been the case in other countries. Many of the French farms are comparatively small and not adapted to traction plowing, but through the medium of co-operative agricultural societies steam plowing has received a decided impetus. These societies enable small farmers to rent machinery for such plowing as is necessary. The first organization of the kind was formed in 1910, but at least a dozen now exist, with an average capital stock of \$19,300. From twenty to forty farmers hold the stock in each society, renting the machinery to any farmer in the district whether a shareholder or not. A charter is allowed the society only when stockholders can guarantee 988 acres of land for plowing. The schedule of charges is based so as to permit reasonable liquidation, also a fair profit to stockholders after general expenses, repairs, upkeep, etc., have been seen to.

The average prices charged for plowing per 2¼ acres are \$3.86 for breaking fallow land, \$8.69 for obtaining a depth of 6 inches, \$13.51 for a depth of 10 to 12 inches, \$15.44 for the same work with supplemental raking. Coal and water are charged to the farmer.

The Co-operative Store

It is with pleasure that we notice that a contemporary, "The Hardware Trade," also takes

issue with the short sighted economists who prate of the elimination of the "menace of concentration" by means of the co-operative store. In a recent editorial this journal says:

"If there ever was a 'dog in the manger' it is the average farmer: he is not satisfied with less than \$1.00 per bushel for his wheat and yet hates to see the merchant have a decent roof over his head.

"Too many co-operative stores are operated on the basis of ignoring the necessary cost of doing business when fixing the selling price of merchandise; consequently failure is a foregone conclusion. In the meantime the individual merchant is the sufferer, to say nothing of the deluded stockholder.

"That there have been exceptions, goes without saying. These exceptions, however, are few and far between. They are pointed to and brought into the limelight, while the failures are ignored, except in the reports of those who have to do with the settling of bankrupt or insolvent estates.

"The whole trouble lies in the misunderstanding of 'profits' in the minds of the farmers or other stockholders. They do not realize that if an article is bought for \$1.00 and sold for \$1.25, that the 25 cents is likely to be entirely absorbed by the necessary cost of operation, so that nothing is left for net profit or for dividends on purchases.

"As for the mail order menace; the farmer is willing to pay a big fat profit into the pockets of the distant catalog house, but will not willingly pay a lesser amount into the hands of the local merchant.

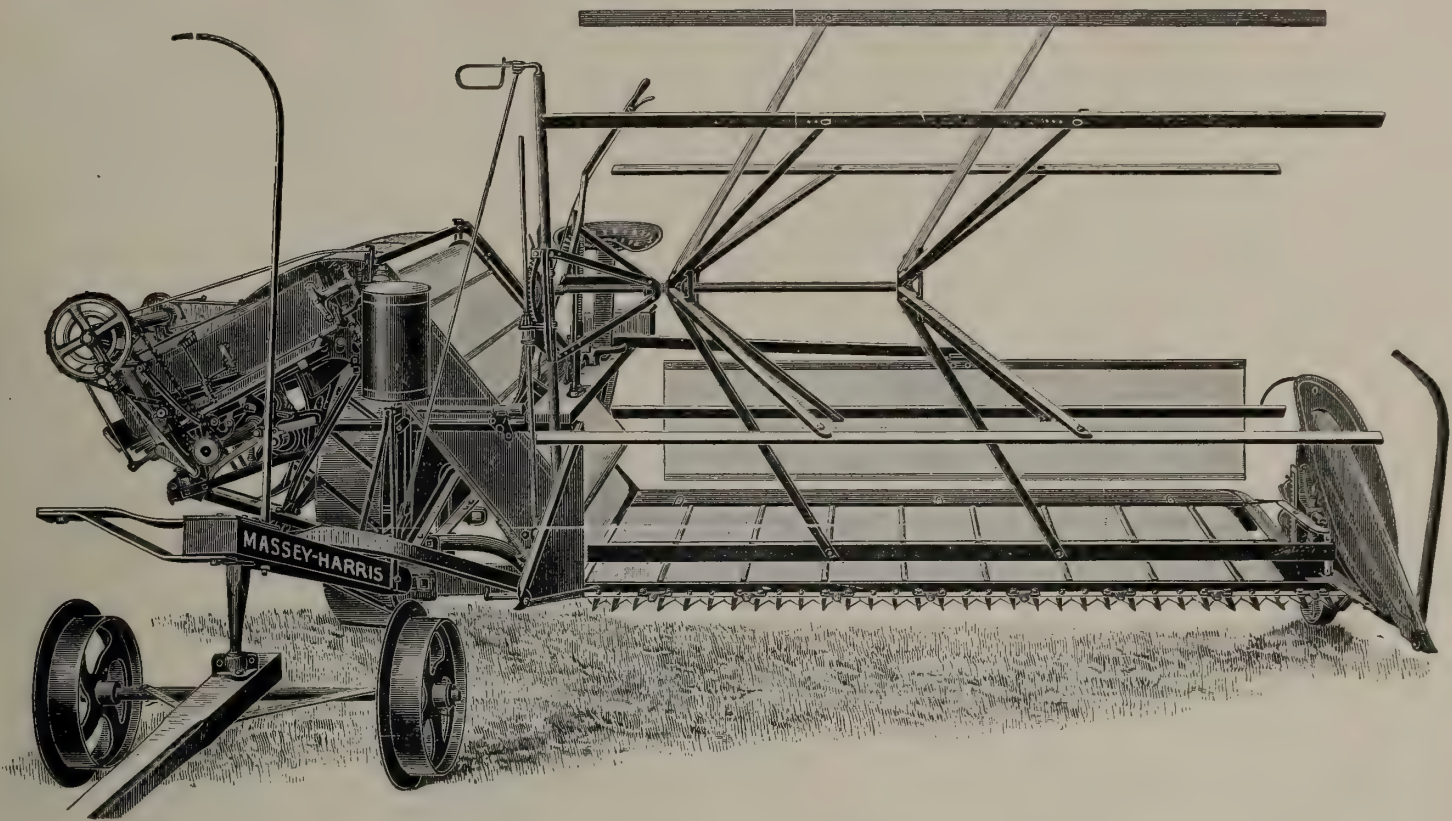
"That some of the latter are inefficient is true without a question, but their inefficiency falls upon their own shoulders rather than on those of the consumer. Just as soon as every farmer will give his local merchant the opportunity to figure with him before he sends his money away, the menace of the retail catalog house will cease to exist, for the efficient local retailer can meet the prices of the mail order house, figuring on a year's business and not on 'bait leaders.'"

The Prevalent Feeling

Little Girl (who has been sitting very still with a seraphic expression)—"I wish I was an angel, mother!"

Mother—"What makes you say that, darling?"

Little Girl—"Because then I could drop bombs on the Germans!"



The Massey-Harris Binder

Is Good all the Way Through

EVERY part of a Massey-Harris Binder will stand the closest inspection. You will find no weak points—no parts slighted because they will not show—it's built right all the way through, and it's this close attention to every detail—no matter how small—that is largely responsible for the world-wide popularity of the

MASSEY-HARRIS BINDER

A Simple and Reliable Binder which is easy to handle and easy on the horses—the most convenient and lightest running Binder on the market to-day.

Strong Steel Frame thoroughly braced and trussed.
Double Truss keeps Drive Wheel true.
Drive Wheel is very strong and equipped with Traction Lugs.
Steel Grain Wheel; substantial and strong, protected by Divider, does not run down grain.
Cutting Mechanism, effective under all conditions.
Floating Elevator, front and rear.

Easily Adjusted Reel—one Lever does it all.
Elevator Chain runs outside of all Sprockets.
Effective Divider—Folds for Transport.
Convenient Operating Levers within easy reach.
Perfect Knotter; always ties and always ties tight.
Three Discharge Arms ensure positive discharge of the sheaf.

Massey-Harris Company, Limited

Winnipeg Regina Saskatoon Yorkton Swift Current Edmonton Calgary

Increasing Dairy Production

The production of milk in Canada, while amounting to a large quantity in the aggregate, is comparatively small per acre or for the area devoted to dairy or mixed farming.

It is claimed that more cheese is produced within a radius of 40 miles of Whitchurch, Shropshire, England, than is exported from the whole of Canada.

Holland, the area of which is only equal to that part of Ontario lying south-west of a line drawn from Southampton on Lake Huron to the city of Hamilton, produces over 180,000,000 pounds of cheese and 140,000,000 pounds of butter annually.

There is more cheese produced in England and Scotland than in the whole of Canada, and the bulk of it comes from a half dozen counties.

In parts of Switzerland as many as 263 dairy cattle are maintained per square mile.

The average yield of milk per cow is still very low in Canada and might easily be increased 25 or even 50 per cent. The records of the Cow Testing Associations and Dairy Record Centres show that many farmers have, by judicious selection, following systematic testing, increased the yield from their herds as much as 25 and 30 per cent in three years.

The farmers of Canada as a class have not yet learned how important it is to keep cows in good condition. If their feed is scarce the cows get short rations. In older dairying countries the farmers take the view that they cannot afford to allow the cows to get into poor condition.

The growth of our towns and cities, with an increasing demand for winter milk and cream, together with the shortage of butter, gives a new importance to winter dairying. Following the inauguration of the winter dairying movement about 20 years ago there came a period of low prices which discouraged many who were inclined to produce winter milk. Moreover, at that time the farmers were not generally so

well equipped as they are now—there were not so many silos for one thing. The winter market is now a high one and is likely to be so in the future.

A very important factor in keeping up winter prices is the demand for milk and cream which comes from the New England and other centres of population. As industrialism increases in Canada dairying must increase in accordance.

A more regular production throughout the year makes it easier to retain good customers, simplifies some of the labor problems, both on the farm and in the factory, by affording yearly employment.

For a county without a large industrial population Canada takes a very low place when the percentage of cattle is compared with population, that is the number of cattle to every hundred of population. Consider the following figures:

New Zealand, 197 per cent, Denmark, 83, United States, 69, Sweden, 48, Switzerland, 38, Canada, 36, France, 36, Austria, 32, Germany, 31, United States, 27. —J. A. Ruddick, Dominion Dairy Commissioner.

Milking Machines Not Popular

In a recent report from Nottingham, England, U.S. Consul Hitch states that in that county the introduction of machinery in dairy work would be of material benefit. He says:

"For some years it has been an increasing difficulty to obtain skilled milkers, and the present problem will be serious unless the farmer can be induced to utilize the milking machine. Dairy men looked forward at one time to the advent of the milking machine, but from the information received these machines are not looked upon in this district with much favor. There are three well-known cases in this district in which three of the largest dairy men who had installed these ma-

chines have since taken them out and scrapped them, claiming that they have proved a failure. It may be of interest to add that the only dairying machines tried out here were of Australian manufacture.

"One of the chief objections to the older machines was that the impure air of the cow sheds was forced into the milk at each stroke of the pulsometer, with the result that the milk kept badly. It is claimed that this has been avoided in one machine now on the market, and that many other objections have been overcome in later types of machines."

How Do You Get Your Prospects?

By F. W. Jones, I H C

Of all the dealers who have given us an answer to the question "How do you get your prospects?" only three have said, "We keep records in our office which give advance news of the machines that a man is likely to buy." It may seem strange to the many who do not keep such records, but the fact remains that the three dealers who told us that they kept such records and showed us how they kept them are the three best money-makers we know of in the implement business.

The systems employed by these three dealers are practically alike, that is, they are alike in all their essentials. They are the best examples we know of the proper combination of advertising with sales, and they are so simple that it is a wonder they are not in use in every dealer's place of business. Here is a description of the system employed by one of them, a system which we hope will contain helpful suggestions to many dealers.

This dealer is doing business in a town from which six separate roads lead to the surrounding country. In six separate card files he has the names of the farmers who live along these roads. Each group is kept in a separate file. The names in each group are rearranged, each on a separate card, under such headings as binder, mower, cream separator, manure spreader, engine, feed grinder, etc., the list covering practically all the machines sold by the dealer. On each card is a man's name, the size and location of his farm, crops planted this year, number of head of stock of various kinds, and the name and age of each machine employed on the farm. The kind and condition of fences, gates, barnyard equipment and other items is also entered on the

card, with notes as to when new equipment will probably be needed.

This dealer has three salesmen working for him, each of whom covers two groups of farmers as outlined above. The first duty of these salesmen is to sell, and second to keep up to date the information on these cards. Whenever they go out to call on the farmers living along a certain road, or those included in a certain group, they take with them copies of the cards retained in the merchant's place of business, and on these cards are entered all the information the salesman can get which has the least bearing on the future activities of the farmer in the machine-buying line.

If any farmer has an exceptionally heavy hay crop, that fact is known to the dealer in plenty of time for him to suggest the purchase of the necessary haying tools to handle it. If a farmer has a silo and has planted corn to fill it, the dealer makes it his business to know at every stage of the season just what additional equipment the farmer will need to properly handle that silage. If new equipment is necessary, the suggestion for its purchase is made long before the time when it must be used. If a farmer decides or arranges to purchase a few additional cows, the dealer knows that his dairy equipment is or is not sufficient to handle the increased production of the herd, and if it is not sufficient, he suggests the purchase of such new equipment as will be necessary.

The point is that by having up-to-date information about conditions on all the farms surrounding his place of business, this dealer is able to keep in constant touch with farmers from the point of view of their self interest. The farmers of that country have come to depend on him to look after and take care of their needs in the line of farm machines and equipment.

The Jobber a Good Critic

Jobbers look at you from the dollars and cents viewpoint. Nearly every time when an order arrives at his desk to be shipped, if there are any flaws in any thing that you are doing, the jobber will be certain to detect it. From his coming in contact with many different types of merchants whom he knows are successful, he always can pick people who will make failures eventually. He sees them coming and going. We believe such a man's judgment is final—or as near as knowledge could make it.

WHERE DEALER AND FARMER MEET!

BRANDON'S BIG FAIR

July 19th to 23rd, 1915

The only BIG Fair in Manitoba. Agricultural Implement Exhibit second to none. A great opportunity for manufacturers.

Speed Programme. Scenic Attractions. Machinery Display.

Outside space for exhibits free. Inside space at nominal rates. The Interprovincial Fair for 1915 will be bigger and better than ever.

\$60,000 for Prize List, Speed and Attractions.

P. PAYNE, President.

W. I. SMALE, Secretary.

Ten Commandments of Business

James A. Craig formulated the following Ten Commandments of Retail Business in an address to a meeting of retail dealers in Ohio. The dealer who follows them will certainly benefit by so doing. They are as follows:

Be a merchant, not an agent.
Buy territory with your goods.
Know the lines you are selling.
Keep busy the year round.
Have one price for all—play no favorites.

Base your price, cash on delivery.
Charge interest on time sales.

Require note settlements on all sales amounting to more than \$10.

Charge for extra service.

Remember it costs money to do business.

The Genesis of the Jitney

While the word "jitney" has for some time been common on the Pacific coast, it is only comparatively recently that we find it in general use in the cities of the Canadian Middle West. But when it came, in the form of automobiles of all sorts and sizes, venerable and virile, asthmatic and strong-lunged, scarred with age or resplendent in fine enamel

finish, we at last fully realize the jitney as a means of speedy transit and a factor of risk in the average accident policy of the citizen.

Briefly the "jitney" bus is an automobile of any age whatsoever, running between fixed points and charging 5 cents per passenger. To the uninitiated we might mention that "jitney" is the slang term used when too short winded to say a "nickel."

Records seem to show that the jitney fever arose from a germ that developed in Phoenix, Kansas, 'way back in 1913. During a strike in Phoenix in that year, the 5 cent busses were put to work. So successful did they prove in Phoenix that in practically every city of any size we are now rejuvenating our youth as we side-step, dip, dodge and double our way across the street in an endeavor to catch, yet not be killed by, one of the myrmidons of "jitney" cars.

Russian Agricultural Districts will Manufacture Implements

Insofar as Russia is concerned, great difficulty is at present being experienced in procuring the necessary implements and mach-

inery. The only Western source of supply is from Sweden, and that country is not deeply in love with Russian effort. From the east, the supply of American machinery means the crossing of the Pacific and the long freight haul across Siberia to the agricultural areas of Russia in Europe. In view of this fact, several "zemstvos" in Russia, these being organized agricultural areas, have decided to establish plants for the manufacture of farming implements and machinery. Many of the zemstvos have agreed to take this step, and the necessary Governmental aid will be discussed at an early meeting of the Russian Government.

The Retailer Wins in Fair Competition

"Under fair conditions, the little retailer can compete with and outdistance the big mail-order houses. He can not do it on cut prices on standard goods, for the big establishments can lose money on a few articles and make it up on others in their large and varied stocks. They make it up, rest assured of that, for it costs them far more to do business than the little dealer, and the large dividends paid by

the great mail-order houses show how profitable their dealings are in the aggregate.

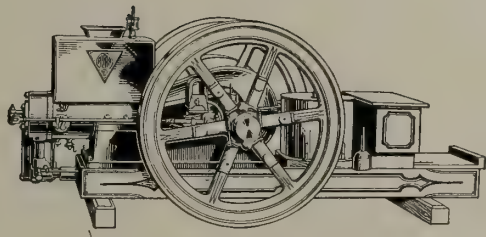
"It has been proven by sworn testimony that the big mail-order houses and department stores do business at a much greater cost than the small retailer. They have higher expenses and must make greater margins on goods sold. It follows that they cannot afford to cut the cost of any article, and if they do they are compelled to make more than a fair profit on other goods sold. They use certain standard articles as "pullers-in" in order to tempt the people to buy unfamiliar and unnamed goods at unjust prices." —U.S. Congressman Kelly, at Washington.

Wholesale Plowing

Robert Haynes, Lincolnton, N. C., has invented a plow which it is claimed will turn up a four-foot furrow. Twenty-four rotating bull tongues are attached to a revolving shaft. Power is supplied by a 20-h.p. gas tractor. The inventor estimates that five gallons of oil will be required for each acre. The plow also has a subsoil attachment which penetrates from 12 to 14 inches deep.



The World's Standard
De Laval Separator



The Alpha Gas Engine. Always
ready to work.



A Complete Dairy Line



MADE IN CANADA

No matter how brave the soldier he must have ammunition.

No matter how good the salesman he must have a reliable line of merchandise behind him or he will surely fail.

The dealer who carries the complete De Laval Line is in position to successfully meet any and all competition. His customers have confidence in him, too.

De Laval Dairy Supply Co., Ltd. WINNIPEG VANCOUVER
MONTREAL PETERBORO
LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA

The Consideration of Collections

In a recent address to the St. Louis Implement, Vehicle and Hardware Association, H. A. Beckers gave some excellent illustrations as to how collections affect the jobber. He said, in part:

"A sale of goods is not complete until payment has been received for them. If payment is not made for the goods we have not made a sale; we have made a donation of the goods to some individual or community, unwillingly, of course, but nevertheless we have practically given away the goods.

"It is sometimes claimed that we cannot know whether an account is uncollectible or not until after it matures and a demand is made for payment, but how often in the retrospect do we find unmistakable evidences of impossible or at least improbable payment, and which might have been disclosed upon the proper investigation!

"The ultimate end of every business or commercial enterprise is profit, without which failure is certain, and there is nothing so

fatal to profit as losses through uncollected accounts; not only the profit on that account which is not paid, but on other accounts to the amount of nearly ten times the volume of the account lost. So the loss of one account entails the loss of profits on nine or ten other accounts of equal amount.

"When we are confronted with the loss of a small account it seems trivial, but when viewed from the other angle, that it is a loss of profit on ten other accounts, it becomes a matter of grave importance. It is most essential, therefore, that every sale should be thoroughly analyzed from the very beginning, and carefully watched until its final accomplishment or completion by being settled in cash.

Co-operation is Essential

"To this end a hearty co-operation is imperative in every department through which the transaction progresses, namely, the sales, credit and collection departments. Every establishment is presupposed to have this co-operation and superficial harmony prevails, but close investigation

often reveals many selfish ambitions indulged, which produce unsatisfactory results.

"For example, the sales manager and salesmen are impressed with the laudable intent to increase the volume of sales, but with that sole end in view they may overlook or knowingly conceal conditions which should have been uncovered and which the true spirit of hearty co-operation would have caused them to reveal.

The Salesman and Credits

"Salesmen should bear in mind that the mere selling of goods is not all that should be considered. They should not imagine that their only concern is to secure the order and pass it on to the credit department. They owe a service to their employer beyond the mere taking of an order and this is hearty co-operation and assistance until the sale is complete or paid for.

"The salesman can render valuable aid by close observation which he is in position to make in his personal visits and conversations with the customer. There are many bits of information he can obtain which will assist materially in determining the acceptance or rejection of an order. The salesman should remember that it is more creditable to have his territory clean and free from losses than to accumulate sales in which difficult collections and losses result in diminished profits.

"The credit department needs to co-operate with the sales manager and salesman, and if it does not supervise the collection department, should co-operate with that department also.

"A close relationship and harmony should always exist if the best results are to be obtained. Consequently, the credit department should cultivate the friendship and confidence of the sales force, and when compelled to decline an order, should be able to demonstrate the wisdom of the decision. It would be hard to conceive a salesman so unreasonable that he would not acknowledge the convincing evidence of unsafety in a credit risk."

The Care of Implements and Machinery.

Some farmers have permitted serious leaks to creep into their management by a too liberal purchase of farm machinery. Some have kept themselves poor and their credit poor by a mania for buying machinery and their careless practice in not properly handling and preserving it after it got into their possession. Such persons are the exceptions now among successful farmers, yet there are farms all over the farming communities of Western Canada where the barnyard, or fence side are the common storage places for the farm machinery when not in use. Machine sheds are not regarded of any value on these farms. The preservation of the machine has not been taken into account.

This lack of system and method in care of the farm tools and machinery does not do justice to the manufacturer or the machine dealer. If a machine is carefully handled, well housed and shows durability and good service, it is sure to assist in selling more of its kind. The abused, rusted, faded-out, old-appearing machine, with only one or two years service, never helps to make sales. It may not be out of place to say in this connection that the farmer who treats his machinery and farm implements in this way gets but little credit for intelligence and business sense.

The man of thought or consideration, who would stop and figure up the cost of a machine shed or two sheds, conveniently located so as to be easily accessible from the stable where the teams are kept, cannot but concede that this is the best investment that can be made on the farm and will result in the greatest saving of money. In this connection the dealer should handle machine and implement sheds so as to show the careless that there is good reason for the conservation of farm equipment.

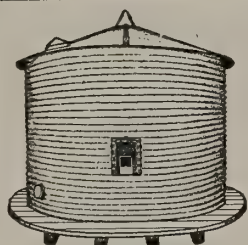
Another Small Tractor

The Chief Tractor Mfg. Co., Detroit, Mich., is preparing to market a large number of small tractors, to be known as the "Chief 4." The tractors will have what is claimed to be the heaviest known special tractor motor of its size. It is to be of four cylinders, 4½ x 6 inches, from which the tractor derives its name.

If you worry over imaginary troubles you'll find some real ones.

Tractor Show for Sioux Falls

The Northwest farm tractor demonstration will be held in Sioux Falls, S.D., August 17th to 20th. This is the week following the Fremont tractor show and a number of manufacturers have already expressed their intentions of coming direct from the Fremont show to Sioux Falls. The Sioux Falls Commercial Club is backing the show and an advertising campaign will be conducted to get the farmers at the show.



An Attractive Agency Proposition AWAITS YOUR APPLICATION

The Portable Corrugated Granary that has stood the test for 10 years and proved its worth to thousands of Western Canadian farmers. You can sell these at a nice profit and with confidence because both you and your customers can prove what they have done.

WRITE FOR LITERATURE AND TERMS.

Winnipeg Ceiling & Roofing Co., Ltd.

Manufacturers of Sheet Metal Building Goods

P.O. BOX 3006 G.

Winnipeg, Man.

MR. DEALER: The "Manitoba" Line is a Greater Money Maker For You To-day Than It Ever Was Before.

ARE you bothered with mail order competition in your district? We can answer this question for you with almost perfect certainty. Yes, almost every day. The farmer is tired of paying \$150.00 for goods and \$50.00 for terms. Every district has some cash customers. Most districts will have more from now on, as farmers are beginning to realize that they are saving money, when they buy this way.

We have come to your rescue by selling our complete line at the catalogue house price, and are willing to divide our one small profit with you, if you will push the sale of our line. When you tell your customers that you can sell them "Manitoba" gasoline engines, pump jacks, windmills, iron and wood pumps, etc., backed by our unlimited guarantee at a lower price than ever before, you will interest them.

WRITE FOR OUR NEW CATALOGUE AND AGENCY PROPOSITION. Manitoba and Saskatchewan dealers write to Brandon, Man. Alberta dealers write to Calgary, Alta.

MANITOBA ENGINES, LIMITED

BRANDON, MAN.

and

CALGARY, ALTA.

Questions for the Implement Dealer

General Manager McCullough, of the National Implement and Vehicle Association, has compiled some pertinent questions that local clubs of dealers, or even individual dealers, should find interesting. They are:

1. Can a majority of the retail dealers finance themselves so as to buy on short time or for cash?
2. If prices are reduced to short time or cash basis will they anticipate their future needs and so give the manufacturer an opportunity to prepare stocks in advance, or will they buy only after securing the farmers' order?
3. Would a lowering of price because of shortening time result in the dealer getting better profits, or would this follow to the consumer?
4. Would it be possible to greatly reduce the number of distributing houses and transfer stocks, by drawing more largely from the factories and thus eliminate some of this carrying expense?
5. What proportion of the tenant class of farmers are able to take advantage of lower prices if reduced to a cash basis?
6. What proportion of the land owners or better class of farmers have taken advantage of the cash discounts you have offered them?
7. Do you anticipate there would be a large curtailment of buying if terms were reduced to a near cash basis and a reduction made in price?
8. Will dealers generally be willing to give up all expert service from factories except in necessary cases where they fail after trying to adjust machines?
9. Is the present an opportune time to make radical changes in selling prices?

Regarding Returned Goods

There are proper times for returning goods, times when the manufacturer is more than glad to do his part and bear his portion of the expense of replacing defective goods, and when his reputation and honor are best

served by keeping the line which bears his name up to the standard of quality by making good his guarantee of perfect workmanship and material. But the promiscuous abuse of the privilege by dealers and travellers who take advantage of the manufacturers' honor in this respect and return unsold goods purchased in good faith and in every respect up to the standard guaranteed by the maker is wasteful and intolerable.

A little less anxiety upon the part of the traveller to "sign up," and a somewhat more careful analysis of what his territory warrants him in purchasing, will make for the elimination of this profit-draining habit and will establish a higher degree of efficiency and consequently larger profits for all. The manufacturer cannot shift all the blame from his shoulders. He is partially to blame, but he can co-operate with the dealer through his traveller and do much toward the abolition of the abuse.—Weekly Implement Trade Journal.

Implement Store Burned

The implement and hardware store of W. A. Brady, at Reston, Man., was recently demolished by fire. The concern suffered a total loss, building and contents being, however, covered by insurance.

Making Pumps Sell

To sell a pump to the ordinary user, a dealer must be able to explain briefly and in an interesting manner why his pumps are better, have larger capacity, are easier to operate, etc., than some other pump which the prospective customer has used or heard about.

In many sections dealers are complaining because they are not getting the pump business like they did years ago. In nearly every instance the salesman finds that the unsatisfied pump dealer really knows very little about the advantages of one kind of a pump over another.

The selling of pumps is really up to the dealer. The manufacturers and jobbers can help by supplying printed matter, preparing letters for dealer to send his trade and furnishing pump specialty men who teach the dealers how to show, sell and install pumps properly. Where there is this co-operation between dealer and manufacturer, the pump trade is good and the dealer gets nearly all the business.

Crowding Territory

The issue of crowding territory is one of the dealers' problems difficult of solution. Many a good man has spent the best years of his life in establishing a line of goods, using largely the profit of one year to advertise and work for better business the coming year, expecting the same protection given him as when he started, only to find that the popularity given the line by his energy and hard work has been a temptation too strong, and the competition of smaller agencies has cut off his hope for greater business. The dealer is the best judge of the demands of his trade, and when he is dictated to and is required to buy more goods than he feels he

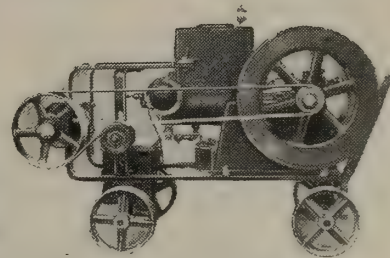
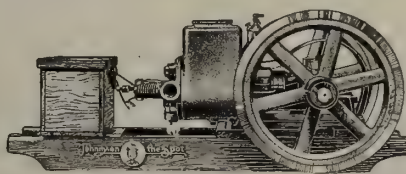
needs in order to hold the agency, trouble is pretty sure to follow. The dealers' warehouses are well crowded with goods ordered against their better judgment, simply to hold territory and prevent the placing of goods at competitive points.—Implement Dealers' Bulletin.

The Age of Advertising

We can no longer give serious consideration to the man who does not believe in advertising. He is obsolete in his idea of modern business, and he is out of the running as regards fighting competition. Advertising is as much a part of our life of to-day as the telephone, trolley car or automobile. There is nothing mysterious about it; it is not a useless expense but a very necessary investment. The man who says that by advertising he can see no direct return must have his store closed up most all the time—or where do his customers come from. The greatest advertising successes have been due to the plain use of common sense coupled to a knowledge of human nature. We create a desire, point out a need, touch the imagination of the prospective buyer.

Get the Bulk of the Engine Business

with the Gilson "GOES LIKE SIXTY" line of engines. The live line that beats all competition.



Send for our money-making proposition

All sizes. From \$47.50 up.

GILSON MANUFACTURING CO., LTD.

P.O. Box 671

Winnipeg, Man.

IMPLEMENT MEN

Are the Logical Agents for Our Line

of Implement Sheds, Grain Tanks, Culverts, Well Curbing, Corrugated Roofing and Siding, Watering Tanks, etc.

We give exclusive country territory to Dealers on the condition that they hustle. No capital investment. You report the prospects. We keep you in touch with country prospects we receive.

Our terms are cash—your commissions are prompt.

IF INTERESTED, WRITE US.

THE WESTERN METAL PRODUCTS CO.

OFFICE 481 TORONTO STREET,

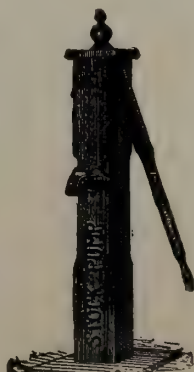
WINNIPEG, MAN.

Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



The Tractor a Necessity

This great war in which the Empire is engaged will mean a scarcity of horses for years to come. The deficiency will not be confined to this country, nor to the belligerent nations, but will be general in all horse-breeding and horse using countries. Even were the war to end now it would already have decimated the studs of the world, for the neutral, as well as the combatant territories, have been drained of horses to an extent never seen since the breeding of horses became an organized industry.

This aspect of the war has a double bearing upon farming and opens up a direct avenue for the implement interests as regards the production and sale of small tractors.

Why will the small tractor be necessary? Simply because the war has already reduced the supply of horses of all types below normal requirements, and, with the end not yet in sight, who can say what the reduction of the horse population of the world may be should hostilities be prolonged for even another year.

No industry feels the lack of horses more acutely than does farming. Motor vehicles, it is true, have acquired an ascendancy on our roads and streets, but to the farmer comes the thought that he requires horses for his own use while the world looks to him at the same time for a supply of horseflesh to supply the war-created deficiency.

There can be little doubt that the existing dearth of horses will give a supreme impetus to the substitution of engine for horse power. Horses will advance in price, and good stock will have to be conserved in every country. The implement dealer, by the sale of light tractors will try to diminish the horse need of the future, and farmers will take every opportunity of turning the mares of the working teams to account. But the building to normal of the horse supply will be a slow process, and the small tractor will have to be used over ever increasing areas.

While many disciples of "horse power" have given yards of facts and figures to prove the economy of the horse and the expense of heavy power outfits, we do not question their contentions, but they have yet to prove that the small tractor is more costly than the horse. The small tractor is a machine that will break, disc, seed, harvest and haul. We require ever increasing acreage. The man who, with a good team, plowed an acre and a half daily thought he had done well. Yet to-day you will find the small tractor, with three bottoms attached, plowing from 8 to 10 acres daily.

The farmer is no fool. He is at last realizing that there are certain operations in farming that can be done more cheaply, more easily and more speedily by mechanical power than by the use

of horses and men. For field work or for belt work the small tractor will be found to be an investment that will pay the farmer of moderate means to consider. With the advancing cost of living higher wages must necessarily be paid farm help. Wage bills are as heavy an item as gasoline any day, and the tractor neither gets sick, quits or is lazy. For the sale of these machines a great future awaits the implement dealers of this Western country.

Paradoxical—But True

Wagon makers in Detroit, Mich., the center of the automobile trade in America, report that never, in a good many years, have they received so many orders as they have booked since the beginning of this year. This, from the hub of automobile manufacturing is, to say the least, paradoxical. One large wagon maker in Detroit says it will take a good many years before the automobile will make any great inroad in the manufacture and sale of light delivery wagons.

"Doing In" the Dealer

The elimination of the "middleman" as a means of reducing the high cost of living has become a craze or hobby during the past few years, but we advise a "watchful waiting" policy on the part of allied agriculture in working out plans which have for their object the elimination of the retail implement dealer, the "middleman" whose service is so important a factor in farm life.

family to church," now use two-seat road wagons for this purpose. When equipped with springs, they make a very desirable wagon for this class of work, and the dealer who is really on the lookout for business can soon work up a good trade in this line.

One Way to beat the M.O. Game

A dealer in hardware and furniture in Everest, Kansas, has for some years been pursuing a policy which he has successfully used against the mail order menace for several years, so far as his locality is concerned. He advertises that he will furnish the people in his territory with anything in his lines shown in the mail-order catalog, at mail-order prices and on the mail-order plan. The customer gives this dealer the cash in advance. He mails the order to his jobber and the goods are sent to the customer who pays the freight.

"We do not, of course, make the same profit we do on goods carried in stock," said this dealer, "but we can still make a profit on such sales and we make it without investing any of our own money. Occasionally we are not able to buy the same article from our jobbers, but we usually are able to find something under a different brand which is of the same quality and which satisfies our customer. We are able to give better service on such sales than the mail-order houses, for we usually can furnish repairs, etc., from stock. Our people are fast finding out that it pays to trade at home."

The Question of Price Maintenance

Price maintenance will prevent unreasonable prices instead of making them more probable. Fair and honest competition between manufacturers of similar goods prevents any one of them from fixing and securing an unreasonable price. If he does fix an unreasonable price his competitor steps in and takes the business.

Given fair competition we can safely allow the independent manufacturer to fix what price he will on his particular product. There is all the difference in the world between controlling the market on all plows, for instance, and controlling the market on a single plow. But should all makers of plows combine for the purpose of monopolizing the entire plow market, then would come the time when the public could justifiably demand the breaking of a private monopoly, which has no place in a free country.

Selling the Light Wagon

While it is true that the increased value in crops has induced many farmers to buy automobiles, nevertheless it is also true that the same reason has caused many farmers and their families to "graduate" from the farm wagon to the buggy. Where it was a common occurrence two or three years ago to see many farmers drive to town Saturday afternoon in a regular farm wagon, the majority of these same farmers now drive the "good wife" to the market in an up-to-date buggy, or at least a two-seat road wagon. To the live, wide-awake dealer, this one line of business—the sale of two-seat road wagons—has offset any inroads that may have been made by the advent of the auto.

Many farmers who formerly used the regular farm wagon for all purposes, even "hauling the

NOW IS THE TIME

To Secure the Agency for the

NEW SUPERIOR FANNING MILL

For the Season
of 1915-1916

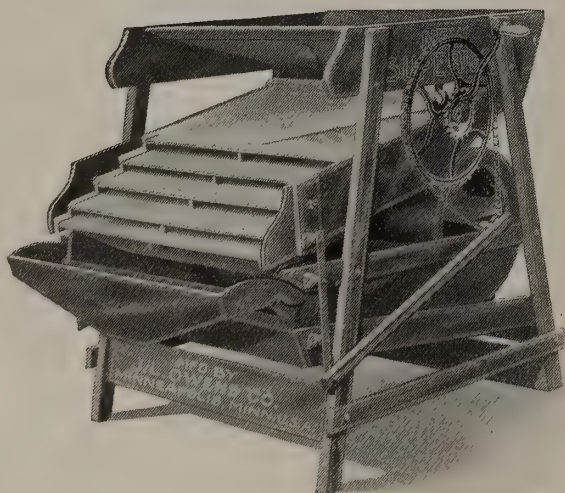
The Machine that has
earned the title

"King of Wild
Oat Separators"

Investigate our agency
contract for 1915-
1916, for our

Smut and
Pickling
Machines

Write today for Prices
and Terms, and ask us
about our New Wild
Oat Separator.



Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 PRINCESS STREET WINNIPEG, MAN.

Get Dependable Custom

Try above all things to weave into your farm machinery business as much regular dependable custom as you possibly can, remembering that it is the regular income that can be depended upon and not the transient orders. Of course, in some cases a business will be productive of good results during a certain season when the goods are in demand, and have but little trade after the season is over. This cannot be prevented and the only thing to do is to try to get all the business possible during that particular season, says Farm Machinery. But in many other lines of trade it is quite easy to arrange a system of easy payments, advance orders, or travelling men so that you will be reasonably sure of disposing of say \$25, \$100, \$200 or \$500 worth of goods weekly or more as the case may be. By having your business on such a basis it will be comparatively easy to run it within expenses. On the other hand, a fluctuating business which brings you a large amount of business one week and scarcely any at all the next, is to be avoided if possible.

In order to provide for a regular income it will be neces-

sary for you to take every possible care for all new custom and endeavor to hold it for future sales. There should be some form of advertising matter sent to all of the customers on your books at least once a month. Present to old customers every new farm machinery proposition you have to offer which will interest them in any way. This continued solicitation will soon produce an income for you that can be depended upon, and will enable you to determine about how much advertising you can afford to do each month.

The Value of Subsoiling

Dr. W. E. Taylor, soil culture expert for Deere & Co., points out that the tendency of the progressive farmer of to-day is to deepen his seed bed, for he realizes that a deep seed bed furnishes more plant food, more storage room for moisture and more room for plant roots than a shallow one. Deep plowing, however, cannot be accomplished until the physical condition of the soil has been changed. Below the depth of the ordinary plow some soils are so dense that penetration is difficult and scouring impossible. In

other soils a hardpan possibly exists which is not only hard to penetrate, but if turned or materially loosened, large air spaces are formed which hinder the upward movement of capillary water. These conditions may be overcome by using the right type of subsoil plow. One excellent subsoil plow is built on the principle of a coulter. It cuts a gash from $\frac{3}{8}$ to $\frac{1}{2}$ -inch wide and to any required depth, but does not break up the subsoil or hardpan to any appreciable extent. In the gash, water and air are freely admitted. They naturally spread out at the bottom of the gash and, obeying nature's laws, go to the surface by capillary attraction.

To illustrate, if a wooden floor is laid upon another floor which is tight and water is poured into a crack in the top layer, it naturally spreads out and in time comes to the surface through the process of capillary attraction, causing a rotting of the boards. Likewise, water which enters this gash in the soil followed by air, works on the same principle, coming to the surface as it must, it causes a mellowing or rotting of the compact soils.

Two important things have been secured.

First, water is stored to be util-

ized by the plant and the dense soil is mellowed, permitting the penetration of roots.

Second, after this plow has been used and the water and air have done their work, the deep plow will then not only penetrate but will usually scour.



Another? Solved: "Quality and Service"

We are a true Western Factory, located in Winnipeg, the Gate-way of our Great West. Our stock is large and made of the highest grade of steel wire, guaranteed full gauge, and we can ship your order the same day it is received.

Don't send your money East and wait for months as in past years. Send us your trial order, we can satisfy you. It will be shipped on the day received.

Write for Prices and Catalogue.

THE
Great West Wire Fence Co.

LIMITED
76-82 Lombard St., Winnipeg, Man.



Wheel B

Wheel C

Wheel D

An Implement Every Dealer Can Sell

Adaptable to any Soil. Four Types of Wheel Supplied

Note the illustrations: Style A wheel, shown in position on attachment, ready to follow plow as a surface packer and pulverizer. Style B wheel is of sound design for sub-surface packing. Styles C and D are combination surface and sub-surface wheels, especially good for preparing the summer-fallow for holding abundant moisture.

All wheels absolutely interchangeable, being used on the same frame. The latter has tray for extra weight, if such is desired. Note how attachment is clamped to plow. It counteracts the usual side draft of the implement, doing the work at the correct time for best results.

Wheels 16 inches diameter. Weight of Pulverizer 250 lbs. Price \$18.00 F.O.B. Winnipeg.

We Can Fill Orders from Stock. Let us know your requirements NOW

EVERYTHING IN SHEET METAL AND ROAD MACHINERY

**Winnipeg Steel Granary
& Culvert Company, Ltd.**

Factories: ST. BONIFACE, MAN. and REGINA, SASK.

Indispensable for Summer Fallowing

You can help your customers to get an ideal summer fallow, a perfect storehouse for moisture and an unequalled means of eradicating weeds by selling them our

SURFACE AND SUB-SURFACE PLOW ATTACHMENT

Attachable in a moment to any make of sulky or gang plow. No side draft. Very little additional draft. Extra horse is not required.



" 'Twas Just A Year Ago—"

There is no doubt but that all of us, in the past, spoiled the Terrible Teuton. We did our best to increase the already overgrown ego that filled his soul case. By fulsome praise of all things German, we helped to further inflate the already swelled heads of Germans in every line of effort, whether in commerce, political economy, theology, army-building or scientific research. We, in effect, invariably said: "They do things differently in Germany—look what they have done in this or that." And the slaver of our flattery expanded the chest of every dweller in the Fatherland, so that at last they decided to expound practically to humanity the greatness of German "kultur" and the necessary absorption of all things by German expansion.

Yes, we prated that Lloyd George got his National Insurance scheme from Germany, that the system of rural credits in Germany was a marvel, that Germany was **IT** in everything under heaven, on earth and in the waters under the earth.

Pondering recently over the pages of a prominent hardware journal published in the U.S., in an issue appearing about a year ago, we found an article by an expert in economics who was taking issue with President Wilson anent his assertion that Government investigation was an aid not a detriment, to business. This writer stated that the U.S. Government was hamstringing industry, etc., etc. In a perfervid climax he shrieked:

"What of Germany? There the whole power of the Government is utilized, not in tearing business organizations apart or insisting upon competition under any and every circumstance; but in aiding and encouraging and furthering business of every shape and form with results that have amazed the world."

Sounds funny, don't it? Especially when we consider how, during the past ten months, the German Government has been "building" business. German militarism has been busy slaying business in that country; has been devoting its energies to the manufacture of widows and orphans! It has dragged Hans and Carl from desk and bench so that they might goose-step their way to glory—via a speedy and painful route. German autocratic government—not the sapient legislative body we used to flatter—has blasted millions of homes and has called down upon its head the wail of slaughtered innocents,

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

F. D. BLAKELY, Manager

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Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

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WINNIPEG, CANADA, JUNE, 1915.

women and children, the curses of bereaved parents. Don't run away with the idea that Germany required colonial expansion. She did not. Annually she took eight hundred thousands of men from their vocations so as to train them against the coming of "The Day." Every year there were to be found in Southern Germany more than 600,000 Italians, Poles, Galicians, and Austrians who migrated to Germany for the harvest season. They were necessary, because so many sons of the Fatherland were required to learn the business of scientific slaughter. A country that pursues this policy does not require colonial expansion—it does not need it.

Whatever the German brain and German skill have done during the past fifty years has been undone, rent apart and destroyed. Germany a year ago had erected a temple of commercial and industrial progress—now she has altered it so that it is an undying monument of infamy. She sought a place in the sun, and has won instead a place in the cess-pools of the world's civilization.

Allied Effort is Essential

It is not merely a matter of dollars but of business progress that should cause every business

and professional man to join some organization connected with his vocation and help to make it a success.

Put your shoulder to the wheel and help with your enthusiasm rather than hinder with indifference.

Be a helper, not an onlooker. It's the only way to get wise and keep growing; the one's as necessary as the other.

Accidents and the Auto

Every automobile man who gets into a scrape with the auto first convinces himself that the accident was unavoidable, and then tries to convince others. Most accidents are unavoidable, and all accidents that are the result of habitual carelessness and recklessness and disregard of the rights of others are avoidable. The only thing that is unavoidable is, if you hurl a heavy machine at a man, woman or child, it is unavoidable that you either hurt or kill them, but the hurling at the body of a human being is avoidable. There is a very ready prejudice in favor of this theory of unavoidable accident. So many respectable people own automobiles, so many nice people, and we may say that the nice people are about as bad as the others in the running of them.

Nature—at Business as Usual

While we confront problems in our personal businesses, while we worry over the stagnation of business in our particular line, while the far away clouds of battle smoke seem to cast a shadow over the soul, do not let us forget that the sun is still shining, and that even although with many of us business is not "as usual," Nature, that great mother of all things, is silently, steadily doing her work for humanity, for you and me. Our crops are the great fundamental basis of Canada's prosperity, and, God willing, our crops will this year be better than ever before.

Day by day Nature is at work on the wheat crops of Canada, doing its utmost to produce the countless bushels from the fields, to be transported thence to all parts of the world, bringing first cash to the farmer, then cash to those who supply him with the necessities of his life and vocation. The wheat fields of the country are doing their best to span the arches of the bridge of business, to build for all of us a solid, safe and permanent highway over which the trade of the country can march to better and more prosperous days. The hesitation and business melancholy of the past few months should end, and all disturbing factors will loom less large in our vision; their force and influence will recede in the face of our national activity when this great crop of golden grain is set in motion from the wheat fields of the Canadian West.

We must conserve our faith—our belief in the ultimate beneficence of Nature. May she deal with us kindly—she whose sweet rains fall upon just and unjust alike—so that each, in the measure of his deserving, may find his reward. The best days are always ahead of us—let us look forward and work so that we may prove that whatever gifts we will receive at the hands of Nature are not entirely undeserved. Away with despondency; the sun is shining and over countless acres the fundamental prosperity of our country is rising to greet the blue vault of Heaven. Cast out doubt by optimism; work for the better times that soon shall come. The sun is shining—earth is quietly laboring in the production of food for man and beast—God is in Heaven and all will be well with the world.

Occasional mistakes are good. They show the manager he is not infallible, and the employe that he is not indispensable.



D. N. Jamieson

We reproduce herewith an excellent photograph of D. N. Jamieson, who was recently appointed manager at Winnipeg for R. A. Lister Co. Ltd., of Dursley, England. Mr. Jamieson has had a wide dairy and dairy supply business experience, which admirably fits him for the responsible post which he now occupies. He was born at Hillsdale, County Simcoe, Ontario, in 1880, and after a public school education entered the Ontario Agricultural College at Guelph. He graduated from that institution after a special course of study in the Dairy Department, taking charge of cheese factories at Hillsdale and Edenvale, Ontario. In 1900 he entered the employ of R. A. Lister Company at Toronto. Since that date Mr. Jamieson has occupied various responsible positions with this well known company, for the past three years having held the important post of Eastern Sales Manager, with headquarters at Toronto.

In 1911 Mr. Jamieson came west for a season, organizing the sales force in this territory, and travelling over practically every section of the Canadian West. From his large acquaintanceship with the dealers of Western Canada, and his knowledge of Western conditions, he is particularly adapted to the post to which his company have now promoted him. His special knowledge of dairying is an excellent adjunct to his business capabilities, since the Lister Co. sell the well known "Melotte" Cream Separators, as well as their line of milking machines, gasoline engines and electric lighting plants.

We welcome Mr. Jamieson to the machinery supply business of Western Canada, and feel sure

that he will be conspicuously successful in his post as Western Manager for the R. A. Lister organization.

Constant Study is Essential

The really big men of to-day are all students. Never content to rest on their laurels, they are constantly fitting themselves for bigger and better things. The lawyer, the physician, the minister, the teacher, who expects to keep up with the times, must be a student. Others are coming along with new ideas, which are bound to thrust him into the background if he is content to stand still—or rather to retrograde; for no one can stand still; he must move either forward or backward. In this respect the retailing of merchandise is no different from any other business.

Business Failures in Canada

According to figures compiled by the mercantile agency of R. G. Dun & Co., Toronto, the business failures in Canada in 1914 were 2,898, of which 614 were manufacturing companies and 2,274 mercantile and other business firms. There was only one banking failure, with liabilities of \$250,000. The total assets of all failures amounted to \$30,909,563 and liabilities to \$35,045,095 in 1914, as against \$12,658,979 and \$16,979,406 respectively in 1913. The increase in the number of failures in Canada in 1914 was 68 per cent; in assets, 144 per cent; and in liabilities 106 per cent, as compared with 1913.

Large Decrease in Farm Machinery Imports

In a report to Washington, Consul General F. M. Ryder, Winnipeg, points out that the Canadian customs receipts for Winnipeg and district, for the fiscal year ending March 31 last, show a great falling off. The total for the fiscal year ended at that date was \$5,066,023, compared with \$9,215,345 in the previous year and \$11,095,620 in 1912-13.

The probable cause of this marked decrease is doubtless due to reduced imports of agricultural implements. In 1912-13 there were, for instance, large shipments of heavy tractors and engine plows from the United States, while during the last year the importations of this expensive class of machinery was very small.



J. L. Henning

On May 15, J. L. Henning, formerly manager for the Massey-Harris Co. at Yorkton, Sask., took over the management of the Saskatoon branch of that well-known company. When, in 1912, the Massey-Harris Co. decided to make Yorkton their headquarters for North-eastern Saskatchewan, Mr. Henning was chosen to open that branch. The success which has attended the business development of the branch testifies to the ability of its capable manager, whose popularity in both town and district is indicative of the esteem in which he is held by the community. Mr. Henning, as President of the Yorkton Board of Trade has done yeoman service for the business betterment of that center.

Although a comparatively young man Mr. Henning has been connected with the Massey-Harris interests since 1896, starting as a youth at Hamilton, Ont., later being transferred to the headquarters of the Company at Toronto. In a very short time we find him appointed chief accountant at Winnipeg, from which he was promoted, in 1908, to the post of office manager at Saskatoon. Four years later he became manager at Yorkton, and now returns to Saskatoon to occupy the managerial chair. Before leaving Yorkton the staff of the branch testified to their appreciation of the departing manager when they presented him with a handsome travelling bag, and Mrs. Henning with a pearl and gold mounted parasol. We feel sure that Mr. Henning will be a conspicuous success in his new post, to which he goes with the heartiest good wishes of the members of the implement trade throughout the Canadian West.

Personal

Gordon Glennie has opened a new garage at Ninette.

G. H. Organ has commenced a harness business at Raymond.

L. S. Taylor has closed down his harness business at Hamiota.

John Slavik has commenced a retail implement business at Viking.

A new concern in Calgary is known as the Alberta Auto Supply Co.

R. J. Barrett has discontinued his implement warehouse at Magrath.

J. W. Few is the owner of a new auto repair shop and garage at Oak River.

W. T. Matthews has opened a harness business in the thriving town of Landis.

C. J. Loewen has sold out his hardware and implement business at Waldheim.

B. C. Booth is a new implement dealer who is doing a good business at Eyebrow.

L. J. Hodson is the name of an implement dealer who has opened a warehouse at Tofield.

Lane & Killaby are two automobile men who have opened a new garage at Fillmore.

Nesbitt & Co. is a new wire fence concern who recently started operations at Edmonton.

E. Chaplin & Sons is a new concern in Lethbridge who specialize in auto tire repairing.

The Bercholtz & Rode Harness Co. have opened new stores at Melville and Riverhurst.

The harness firm of Schmidt & Matheson, Tugaskie, have opened a branch store at Central Butte.

Robert Lipsey has taken over the implement stand at Carroll formerly controlled by Charles Davidson.

It is reported that I. J. Hewitson, a dealer at Stenen, is to discontinue operations at that Western point.

J. C. Moreau, an implement dealer at Somerset, has sold out his business at that point to Joseph Rondeau.

Grover Stith has joined the ranks of implementarians at Outlook, where we hope he will do a thriving business.

L. A. Shank has sold out his implement business at Holdfast to a couple of dealers known as Schropt & Giesinger.

A concern known as the Manitoba Universal Tractor Co has been granted a charter to do business in the Dominion.

An implement concern known as the McAvoy & Heber Co. have bought out the implement bus-

iness at Brock formerly carried on by Harry Brooks.

Perry Bros., who carried on a retail implement business at Benito, have sold out to a dealer named A. C. Dykeman.

J. S. Rowand has started an implement and auto business at Dilke, running a garage and repair shop in connection.

L. P. Olsen has joined the ranks of the implement fraternity at Tugaskie, at which point he has opened a new warehouse.

I. G. Crossley has sold out his hardware and implement business at Saltcoats to two partners named T. J. & A. Warren.

The A. G. Langley Co., at Vancouver, dealers in machinery, have changed their firm name to read Langley & Hazlitt, Ltd.

Arnold Dayman has enlarged the business possibilities of Broderick by opening a new implement warehouse at that point.

W. G. Bain is the latest addition to the implement fraternity at Elbow, at which point he has opened a well stocked warehouse.

R. K. Wensley, who has for some years carried on a general store at Milden, has added a line of farm implements to his business.

C. C. Stevens, the implement dealer at Hawarden, has taken a partner into his business. The firm will in future be known as Jay and Stevens.

The implement firm of Rockwell & Thompson, Lanigan, has had a change in management. The first named partner retires from the business, Mr. Thompson continuing alone.

W. Berton has commenced operations in a new implement business at Brownlea. In the same town H. Lawrence has bought out the garage formerly owned by Taylor Bros.

The implement firm of Lossing & Walkup, Limerick, has been broken up by mutual consent. In the future the concern will be carried on by John W. Walkup, who will be sole proprietor.

The garage business in Delisle has had some changes recently. W. Campbell has taken over the garage formerly run by Ernest Arndt, while a new concern is known as the Pioneer Garage Ltd.

J. McInnes & G. H. Abell, who have carried on a hardware and implement business at Carroll, have formed a new partnership, and will in future do business under the firm name and style of McInnes & Abell.

A. A. Campbell, of the Massey-Harris Co., Toronto, who has charge of the manufacturing for

that well-known organization, recently made an extensive tour in the United States, taking in the various branch houses of the Johnston Harvester Company.

We regret to report the recent death, at Listowel, Ont., of the father of H. W. Hutchinson, president and general manager of the John Deere Plow Co. Mr. Hutchinson went East and, with his two brothers who also reside in Winnipeg, was present at the funeral of his aged parent.

The firm of Moxley & Cornell, implement dealers at Kindersley, has been broken up. In the future W. E. Moxley will carry on the business alone. In the same town Thompson & Kelland, implement dealers, have dissolved partnership, the former partner taking a brother into the business, which is now known as Thompson Bros.

The German Government has again been showing its idea of that much talked of word "neutrality." M. J. Early, who belongs to Valley City, N.D., has been a representative in Germany of the Massey-Harris Co. of Toronto. He was recently arrested in Berlin by the German authorities, we presume under the heading of an "alien enemy at large." Mr. Early appealed to the U. S. Minister at Berlin who demanded his release as an American citizen. Tired of the Teutonic idea of neutrality, Mr. Early is at present in Denmark.

E. B. Sawyer, the popular president of the Cushman Motor Works, Lincoln, Nebraska, recently made an extended Western tour, combining business and pleasure. He visited many points in Utah, Idaho, Oregon, Washington and British Columbia, in the last named province finding that the Cushman engine was attaining a wide popularity and excellent sales. On the way home he paid a visit to the exposition at San Francisco and also spent a week in Texas. At Spokane he spent some time with the Idaho National Harvester Co., which is now equipping its large combined harvesters with 8 h.p. Cushman engines at the rate of about two hundred every season. The Cushman engine is rapidly becoming a very popular selling line in the farm machinery business, if one can judge by a steadily growing output from the factory.

If you haven't confidence in your goods your customers can't maintain their confidence in you.

Virtue may be its own reward, but some people try to make a trade-mark of it.

A New Use for Skunks

Inasmuch as some method must be found to counteract the advantages gained by our enemies through the use of chlorine gas upon the battlefields of France and Flanders, it is perhaps advisable that the British War Office should seriously consider the common or garden Canadian Skunk (*Mephitis mephitis*—to give the animal its proper classical cognomen).

With a very little effort Canada could forward to the firing line three or four thousand large and healthy skunks, guaranteed sound in wind and limb, and capable of polluting an area that only depends upon the formation in which they advance. A peaceful and home loving animal, the skunk does not like excessive noise, and shell fire will have the effect of causing a dissemination of odor that should be very disconcerting for the cohorts of the Kaiser. We trust Lord Kitchener will ask the Dominion for a mobilization of skunks—as we can do without as many as he may require.

One Phase of Trade Demoralization

No juggling with a wrong can transform it into a right. No argument can make black white, or vice versa. A wrong policy is what any jobber pursues who, even temporarily, sells at retail. The jobber, by virtue of his personal choice, is in the wholesale business; he is out to sell to dealers and not to consumers. Is it worth while for any jobber to forfeit the goodwill of the retailers, on whose business he is dependent, for the continuance of his establishment, for the sake of getting occasional profits by selling at retail to consumers? By such a step the jobber only undermines his business, since he interferes with the legitimate trade to the very men whom he ought to protect.

The manufacturer has given the jobber a discount sufficient to enable him to handle the goods and turn them over to the retailer with a sufficient margin to cover overhead expense and profit. In doing this we know that the jobber plays a most important part—and in the case of the small retailer is performing a service which is absolutely indispensable. It is, obviously, out of the question, from a practical standpoint, for the dealer who buys in small lots to buy direct from the manufacturer. Such a step would be inconvenient—time and trade de-

mands would not allow its existence.

The jobber who retails is using his position for an illegitimate purpose. He is given the margin which is provided on the goods he handles to enable him to turn them over to the retailer and make a good profit. That margin exists by virtue of his performing his functions as a jobber, certainly not as a means of allowing him to undersell the retailer. Such a step is trade demoralization of the most flagrant kind, for which no term is too strong. It is, of course, obvious that no jobber of reputation would do such a thing, or endanger his commercial character by direct selling. Yet some such must exist in many lines, when we see the car load lots of supplies which are handled by co-operative agricultural interests, comprising groceries, fruit, and many other lines which never emanated directly from the original source of supply.

The Seven Ages of an Implement Dealer

Under present conditions the seven ages of an implement dealer might be tabulated something after the following style:

First Age—Gets a job as an implement salesman.

Second Age—Dreams that he will yet own a chain of implement stores.

Third Age—Gets an agency for a line of implements.

Fourth Age—Expands. Wants all the local business at any sales terms possible.

Fifth Age—Gets a large and comprehensive stock.

Sixth Age—Goes broke!

Seventh Age—Again starts the retail implement business—but without any illusions.

The Things That Matter

The things which have really bettered the world, improved humanity and added to our happiness are the things born of inspiration, adversity, hardship and poverty. The president or general manager of almost every great business firm, the founder of every great idea, is a man who started at the bottom and who, from this small beginning, worked his way through the various departments until finally he reached the greatest and highest position that the business could give. There is no royal road to learning, and no short route to greatness in any line of effort. Whether in ruling a business or ruling a kingdom, hard work and study are essential to success.

Rotary Tilling Machinery

At various times rotary tilling machines, or soil mills, have been patented, some with practical features and some with little to commend them. A machine of this type which appeared some time ago has, however, several features which are worthy of comment. This rotary tiller comprises a tractor or truck and a rotor or tiller which is operated by the tractor engine. The tractor is of the usual plowing type, but of lighter design, since the rotary tiller moves in the same direction as the tractor wheels, giving an impetus to the forward motion. The tractor is geared to run at a number of speeds, determining the amount of forward motion of the tillage mechanism, which runs at a constant speed.

The advantages of this rotary tiller, as compared with the plow, are that weight is not essential for doing its work. The plow, in effect, acts as a soil plane, while the rotary tiller carries a number of curved tools which act on the soil like circular saws or cutters, their velocity being far greater than the progress of the machine. The soil is cut to pieces of small chip formation, these being

thrown against one another by centrifugal force, also against a screen, so that they are broken into fine pieces and left in a thoroughly granulated condition. To operate the tiller, a shaft is driven by the tractor, being coupled by spur gearing to the first gear back of the clutch.

This shaft can be thrown in and out of action by a jaw clutch. Where it leaves the gear casing, another shaft is driven from it through a universal coupling. This in turn drives the tiller by means of a bevel gear and pinion. A casing surrounds the gears. On the shaft driven by the bevel gear, which extends from both sides of the casing, the tiller tools are mounted. The gearing for lifting and lowering the tiller is also enclosed in the main gear casing. It is designed so that the operator simply has to move a hand lever in the same direction for either lifting or lowering. Part of the weight of the tiller is taken up by an adjustable spring.

To fix the depth of tilling a small shoe is hung from the gear casing enclosing the bevel gear drive of the tiller. The greatest depth to which the present out-

lined machine can till is twelve inches.

It is claimed that the rotary tiller will prepare a finely pulverized seed bed, which, it is stated, is superior to that gotten by the use of the plow, disk and harrow. It does not press the soil at the furrow bottom as does a plow, consequently occasional deep tillage to break compressed surface is not necessary.

The tiller leaves a fine dust mulch on top of the soil, reducing the loss of moisture by evaporation, and also giving uninterrupted capillary attraction between soil and subsoil. Manure can be distributed by this machine, while fertilizer may be delivered through feed boxes carried on the tractor in front of the rotating head. The tractor can, of course, be used for general purpose work by simply uncoupling the rotary tiller. In Europe these tillers have given good results. For potato growing, the increase in yield for rotary tilled, as against plowed soil is reported as 11 per cent. Comparative tests reported on crops of wheat, rye, oats, corn and beets, show from 6.8 per cent to 52.7 per cent greater yields for the tilled than for the plowed soil.

Push your binder business.

Money in Buggies

The fact that buggies pay a larger net return on the investment than almost any other line in an implement stock is reason enough for pushing them, even if a dealer sells automobiles and devotes considerable of his time to the latter.



The only fire extinguisher that will put out every kind of fire. Conquers flames from oils, benzine or gasoline. A non-freezing liquid which can be projected 30 feet.

GET THIS AGENCY

Every farmer is a prospect. Automobiles carrying a Pyrene Extinguisher get a 15 per cent reduction on insurance. Retains at a price so that sales are certain. Write us to-day about the "Pyrene" agency for your territory. A specialty second to none. Get our proposition NOW!

The Ormsby Company
Bank of Ottawa Bldg.
Winnipeg



Established 1889

Incorporated 1905

"MADE IN CANADA" is Good—"MADE IN WESTERN CANADA" is Better

The above illustration gives a very accurate perspective view of our Factory, Warehouse and Office Buildings. On the extreme right is seen our first building, erected in 1890, and used until 1905 as Office, Factory and Warehouse. In that year the small building in the foreground was erected and used as a warehouse and office building. The remainder of our plant, as shown, has been erected during the last seven years. With such facilities for manufacture, storage and shipment, we can offer the Implement Trade Quality Goods and unequalled SERVICE. Let us fill YOUR Order.

On the left of the street is shown our factory, containing the most up-to-date machinery for the rapid and accurate production of wood goods. In it we manufacture VEHICLE WOOD PARTS of all kinds, also IMPLEMENT WOOD PARTS, including Binder Slats, Reel Arms, Pitmans, etc. Every item made of the Best Seasoned Stock only.

D. Ackland & Son, Limited.
Calgary
Edmonton
Winnipeg
65-68 Higgins Ave.
Winnipeg

On the right of street stands our warehouse and office buildings, in which we stock: 20th Century Buggy Shafts, Standard Poles, Wagon Tongues and Reaches, Finished and Painted, Wagon Doubletree Sets, etc., FINISHED DUPLICATE PLOW SHARES, Mower Knives, Sections, Guards, Binder Canvases, Binder Slats, Reel Arms, Pitmans, etc. TO FIT ALL MAKES.

Patronize Home Industry—The Nearer Home the More You Should Patronize It

Economy in Buying Rightly

In a recent speech, at a convention of implement dealers, C. M. Johnson, Rush City, Minn., said:

"I am here to talk to you about where have your profits gone. The biggest profit in any game is your saving on the buying end. That is the first profit. It just depends upon the fact whether you are going to be a better buyer than the other fellow. If everyone of us dealers and the dealers who are not here could pay fifty per cent of what they are paying now, you would have just as much of a struggle for existence as you do to-day.

"We have, in our buying, made every dollar worth one hundred cents. Is there any way you can go to the manufacturer and say: 'If I will buy \$200 worth of

repairs for the line I am going to carry—I will pay the cash for that in advance—will you give me a fifty per cent discount on those repairs?" I believe we can get that if we are sincere, if we go to them with the saving of service on that proposition. I believe, too, on the other hand, if I have a few obsolete repairs that have collected this year I would say to them that I would like to return them and get my money on them. Then to carry out that system, any repairs that may be necessary during the season, one, two or three castings at a time, let that dealer pay the manufacturer the regular price on those repairs. In that way we can give better service to the farmers and to the manufacturers, and the proposition would work out more satisfactorily to farmer, dealer, manufacturer and consumer.

When we talk to-day about standardization, and the manufacturers want us to help, the mail order house, whose competitors we are, stick up standards, and the farmer who buys from them must come up to that standard. They sell a greater volume of those particular lines than any other company on earth. The manufacturers say to us that if we standardize we can get a

better price so that we can furnish the goods with a quarter of the cost we do to-day, and the manufacturer can give us a better price. Did you ever stop to think that there is not any farmer that comes into your store but what can buy any article as cheap as you do, if he knew where to buy and had the time to wait?"

The Cultivation of Corn

Where it is possible to do so it is a good plan to cultivate the corn once before it comes up, following the cultivator with the harrow. If the piece is so small that the cultivation can be finished before the corn is through the surface, it is well enough to wait until the field is all cultivated and then cross it with the harrow instead of following close behind the cultivator. However, in the case of large fields it is best to follow the cultivator with the harrow. This practice of cultivating the field before the corn is up, following the planter marks as a guide, is a good one, and especially on old, and badly worn ground, or heavy clay ground, and land that has become foul.

It is a common practice with some to harrow corn after it is up, but it is advisable to cultivate and harrow as described above, especially on cornstalk ground. Even on stubble ground the har-

row does considerable damage to the young corn. No one can afford to do less than to thoroughly harrow the ground before the corn comes up. It is a serious mistake to let our corn ground get out of condition in the spring.

It is also a very common mistake to cultivate shallow when the corn is small and "lay it by" with a deep cultivation. The reverse will be more profitable. There is little danger to the roots from deep cultivation the first time, and there is great advantage going deep enough to secure a good mulch.

The later cultivations should be no deeper than is necessary to keep the ground clean. Many cultivate corn as though the roots were straight instead of spreading out through the surface of the soil. It is very essential that we disturb the roots as little as possible when the corn is laid by. We are very apt to feel that this is our last chance at the corn. We must give it a "good laying by," and especially if the weeds have gotten a start.

After-cultivation—that is, the cultivation with a one-horse cultivator after the corn is too large for the two-horse cultivator—is not good practice generally. Even if the weeds have gotten a start they will do less damage to the corn than will be done by the roots pruning off by the cultivator. The weeds have already done their greatest damage except in seeding for next year. The damage will frequently be considerable from the breaking down of the corn, and especially if it has been injured by the root worm or by the white grubs or wireworms and has gone down in places.

The Value of Good Will

The factor of good will in a business cannot be calculated in cold cash, but who can doubt its importance when we consider the time, money and brains devoted to it in the form of advertising alone, which, we may say, is the most familiar expression of its energy. The man of business acumen readily realizes the value of good will as a selling power, and we have yet to see whether using it as a selling power without discrimination will not do serious harm to the work which yet remains to be done for thousands of genuinely useful products. As the inventor, producer, manufacturer and retailer go forward, they need, above all things, the good will of the buying public. To keep this intact ought to be the effort of the earnest business man in every line of effort.

GET YOUR FARM HOME From the CANADIAN PACIFIC

An immense area of the most fertile land in Western Canada for sale at low prices and easy terms, ranging from \$11.00 to \$30.00 for farm lands with ample rainfall—irrigated lands from \$35.00. Terms—One-Twentieth down, balance within twenty years. In irrigation districts, loan for farm buildings, etc., up to \$2,000, also repayable in twenty years—interest only 6 per cent. Here is your opportunity to increase your farm holdings by getting adjoining land, or secure your friends as neighbors.

For literature and particulars apply to

F. W. RUSSELL, Land Agent, Desk 14
Department of Natural Resources, C.P.R.,
WINNIPEG

"ACME" X.L. Series Harrows

Are equipped with EXTRA LONG Coulters that overlap in the soil, cutting over the entire surface. Particularly designed for **clean summer tillage on fallow fields**. With the largest size No. 27, up to 40 acres a day can be cultivated.

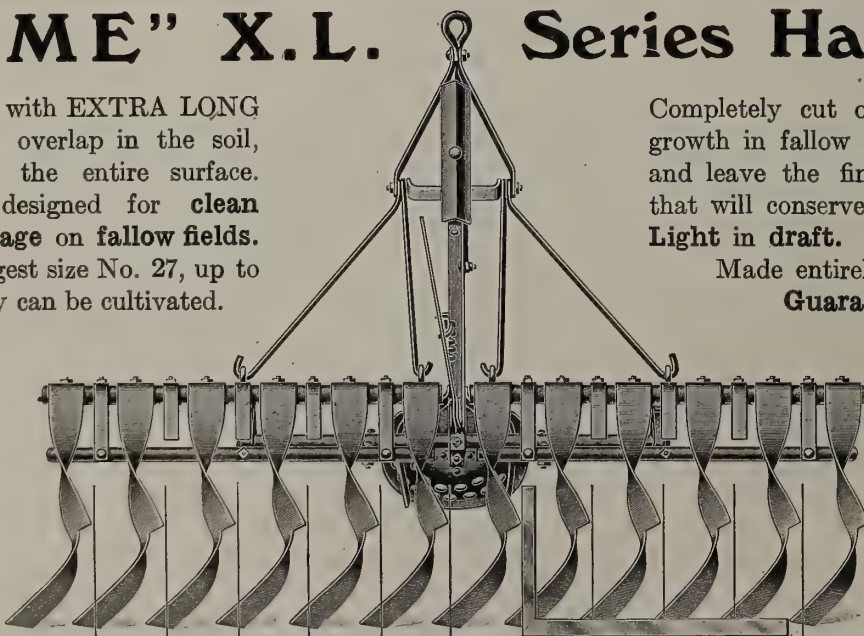
Completely cut out all the weed growth in fallow fields or orchards and leave the fine surface mulch that will conserve all moisture.

Light in draft. Easily handled.

Made entirely of steel.

Guaranteed.

Bottom view, showing overlap of Coulters



Sizes from 3 to 17½ feet in width

Read what a user of the "ACME" X L Series Harrows says about its work:

"I have used the X L Series 'ACME' Harrow on all kinds of soil and find it to be one of the best all around Harrows I have ever used. It is a valuable tool for **destroying weeds on summer fallow and conserving moisture**, also for making a good seed bed in the spring, because it puts the soil in excellent condition for the seed."

Waukon, Washington.

January 16, 1914

Yours very truly,

(Name on Request).

SOLD BY: **JOHN DEERE PLOW CO. LTD.** MANUFACTURED BY: **DUANE H. NASH, Incorporated**
Winnipeg Calgary Regina Saskatoon 307 Division Avenue, Millington, N.J.

John Deere-Dain Hay Loaders

Rake Bar and Flexible Floating Cylinder

John Deere-Dain Loader

The One Man Loader of the Rake Bar Type

Mounted entirely on wheels. Wheels are underneath machine, securing a narrow tread, making it possible to operate close to fences or ditches and permitting the loader to pass through an ordinary gate.

Coupling is made to high or low wagons without any change, and there is no weight of loader to lift when making coupling.

Rear wheels caster—there is no dragging around corners.

Roller bearings on all main journals greatly assist in making the Dain a light draft loader.

Strokes of the rake overlap, practically raking the ground twice. Lifts the hay from the ground—the Dain Loader does not drag it. Clean raking and steady, uniform delivery of hay are desirable results of this construction.

Hay is gathered from swath full width of the machine, regardless of mower used.

The rakes are malleable. They have a spring trip.

On striking an obstruction they spring back and avoid breakage.

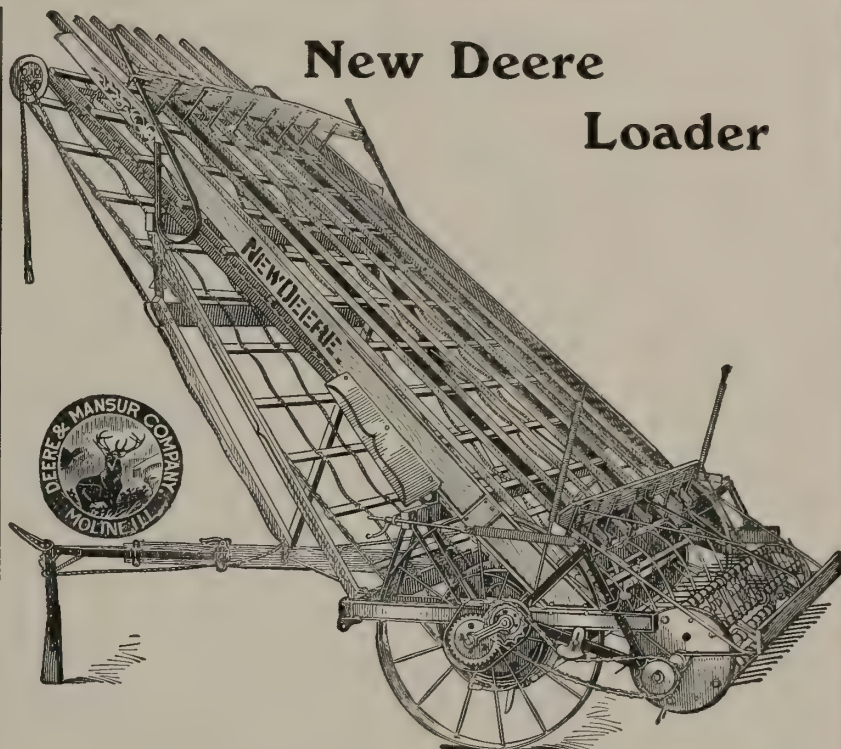
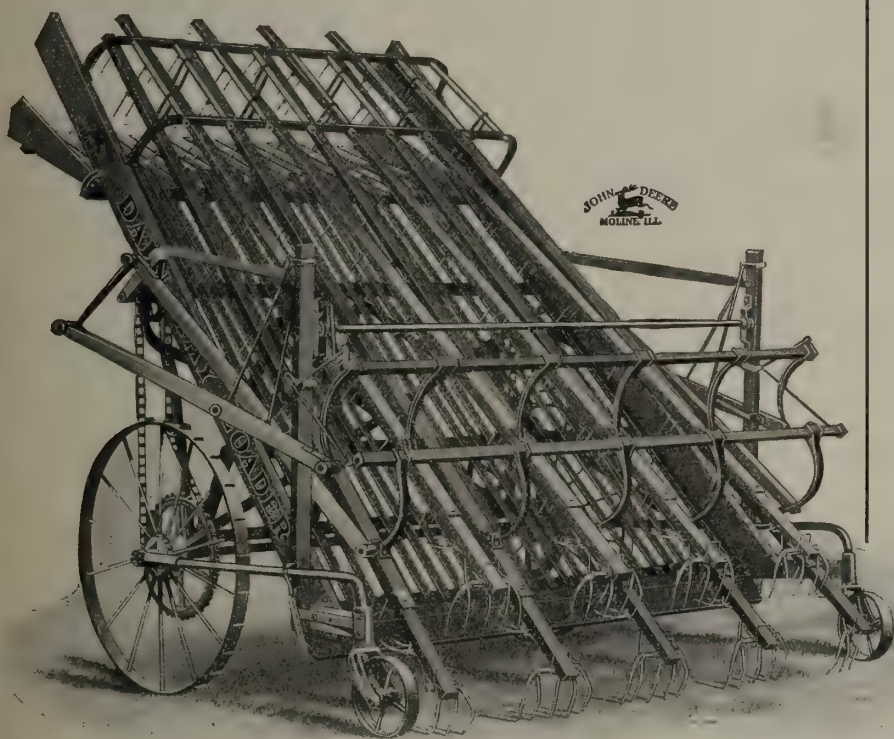
Elevator adjusts itself automatically to light and heavy hay. No choking.

Converging sideboards and elevating bars narrow the stream of hay at delivery point and prevent hay from slobbering at corners.

The hay is pushed forward on wagon by action of the rake bars. This lessens the work of building the load, and is why the Dain is called "The One-Man Loader."

Combined lightness and strength result from the use of tubular steel and malleables at all points subjected to strain.

In fact entire loader is designed to require the least energy and yet gather all the clean hay.



WITH FLEXIBLE FLOATING GATHERING CYLINDER

The New Deere successfully handles the lightest swath to heaviest windrow. Adjustment is automatic, and the New Deere is practically unchokeable.

Gathering cylinder is supported by springs and is sufficiently far back, so that it never attempts to pick up hay that is under the wheels.

The fingers come to gathering point often, thus keeping a steady lift of hay.

The hay, being reeled up by the numerous fingers, is all gathered. Converging side boards prevent it from falling off loader and put it on the middle of the wagon.

The hay is "reeled up." The fingers of cylinder do not touch the ground, so they do not nor cannot gather trash. Clean and dustless hay can be made the first year with the New Deere, and unsoiled hay can be made in the heaviest manured fields.

Clean hay gets the top price for the farmer.

The New Deere is unusually satisfactory for rough ground. The floating cylinder with flexible fingers makes it possible to pass a six-inch obstruction without lifting cylinder, while the cylinder can be raised nearly twelve inches more. This combination makes cylinder gauge itself in following surface of field.

It is put together right. Working parts properly designed, slow driven and provided with automatic relief from strains. Frame is trussed, braced and joined with steel.

It is given a wheelbarrow mount, the result is simplified construction without danger of frame sagging.

Automatic coupler enables driver to couple and uncouple loader without getting off the wagon. And the New Deere is mounted entirely on wheels.

**THESE LOADERS GIVE SATISFACTION BOTH TO FARMER AND DEALER
LET YOUR CUSTOMERS TAKE THEIR CHOICE**

The John Deere-Dain line of Hay Tools is the oldest and most successful line of hay tools manufactured. It is the most complete line. Includes MOWERS, HAY LOADERS, SIDE DELIVERY RAKES, SULKY RAKES, SWEEP RAKES, OVERSHOT STACKERS, SWING AROUND STACKERS, HORSE AND POWER HAY PRESSES, every tool necessary to make hay in the easiest way. Take up with your nearest branch house the matter of handling the line that is the most profitable to sell. Send for descriptive booklets.

John Deere Plow Co., Limited

Winnipeg

Regina

Saskatoon

Calgary

Lethbridge

Edmonton

Gas Engine Catalogues

In a recent paper read before the National Gas Engine Association, Prof. G. W. Munro, Purdue University, made some interesting comments on the trade catalogue. He said, in part:

"The purpose of the gas engine catalogue is two-fold. First and most important, it is to sell engines. The second and really minor aim is to sell your gas engine. The order of importance is based on the belief that every gas engine placed, sells at least one more, and while your competitor may land the first order, you have an even chance at the whole succeeding business; growing in geometrical progression through the years.

"The most of us have catalogues we never look at, never expect to look at and which we know are entirely out of date, yet which we cannot bring ourselves to discard because the binding is fine morroco.

"Few gas engines are sold directly to the user by the maker, one or more dealers being interposed, these dealers usually handling the gas engines as one of a group of lines as mill supplies or agricultural implements. The dealer cannot be an exclusive gas engine man and is really apt to know less about the engines than any other line carried. Moreover, he frequently carries two or more makes of engines so as to give his trade a variety of prices. Your salesman has done his best when he has closed the agency contract, consigned a respectable stock to the new agent on more or less liberal terms and ordered a couple

of hundred of catalogues sent on by express prepaid.

"The customer is intelligent, fairly educated and enterprising as indicated by buying a gas engine. When you get him to looking through your catalogue his attention is gained, his interest aroused and you have only to convince and close the deal. Your problem is to take care that the attention is not distracted, that confidence is inspired and that the interest increases to the climax — an order blank to be signed and torn out.

"A catalogue is a compedium of information. It should contain facts, just plain facts — all you know of gas engines from the time Andrew Meikle devised the first windmill to the time man devised the perfected form of self starting, non-breakable and frictionless machine described.

"Close with your prices, guarantee, terms and an order blank and remember that the weakest expression that ever entered a catalogue is, 'For further information write the nearest office'."

Demonstrating the Power Washer

One of the most profitable machines sold by the implement dealer is the power washer. By many dealers this machine has been given very little serious attention; by others it has been pushed with the very best of results. The most successful power washer dealer picks out one

(never more than two) standard make machine in which he has the utmost confidence and devotes all his salesmanship to this single machine.

A very good reason why only one good machine should be handled is on account of demonstration. Every dealer should have his goods in position to demonstrate them. This can easily be done with a power washer, provided he has only one. A small line shaft should be erected, a gasoline engine connected to it and a power washer, together with other power machinery, belted and arranged so as to give the suggestion of a modern power house. Nothing extravagant, merely something practical.

With this arrangement the dealer can demonstrate to the best advantage and when he has once sold a power washer and engine, installed with a line shaft, he has opened the road to many 'hundreds of dollars' worth of future sales, these sales being brought about by adding the cream separator, the churn, the feed grinder, the grindstone, and the countless other articles which so readily adapt themselves to power.

The dealer successfully gains this extra business by the introduction of the power house on the farm. To hold this business and to develop it to its fullest extent the dealer should acquaint himself with the methods of figuring speed and determining the proper speed for different machines. No dealer should be without this information. Every dealer can get it by asking the different manufacturers with whom he does business.

With a good gasoline engine and a good power washer which the dealer thoroughly understands, he has the entering wedge to one of the most profitable parts of the implement business, and that is the furnishing of power machinery.

Nelson Bros. Enlarge Plant

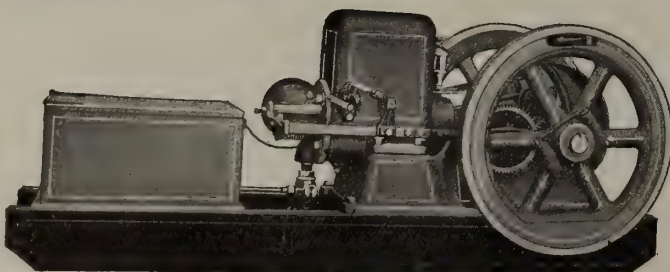
The Nelson Bros. Co., Saginaw, Mich., well known manufacturers of the "Jumbo" line of gasoline engines, and "Little Jumbo" Feed Mills, will double the capacity of the existing plant at Saginaw by the erection of two additions, each 90 x 150 feet. The new factory will be of brick construction. One addition will be used as a foundry, the other as a warehouse. Other departments will be enlarged accordingly. "Jumbo" Engines, which are handled by the Tudhope-Anderson Co. of Winnipeg, are attaining a great popularity throughout the Canadian West, and are well liked by farmers for their excellent mechanical features. They offer good engine trade to dealers who identify themselves with the "Jumbo" line.

Good Lubrication Essential

There are more gas engine cylinders ruined by lack of sufficient oil just after being started than after having been run half an hour or so. The cylinder and piston are hot when the engine is stopped, and the lubricator also being shut off as soon as the engine is stopped, the oil that remains around the piston evaporates, leaving this in a dry condition. Then on starting the engine, the lubricator will not work until it has become warm. The cylinder is therefore run for some time without lubrication. This roughens the cylinder and causes rapid wear. It is therefore an excellent policy for the farmer to remove the lubricator every time before starting and feed a small amount of oil directly in the lubricator pipe.

Men are under the domain of natural law as much as bees. Men succeed only by working with other men and for other men.

THE JUMBO LINE



High-grade Gasoline Engines

The engines of the JUMBO LINE are sure sellers for the implement dealer. Designed especially for economical operation, they are simple, durable and reliable. They appeal to every farmer by their steady action, accessibility and mechanical perfection. Made in sizes:

1½, 2½, 4½ and 6 Horse Power

Furnished on skids or on strong iron sub-base. Mounted on portable hand trucks if desired. With or without magneto. Water cooled; make-and-break ignition; hit and miss governor.

Implement dealers should write today for full particulars and prices of the JUMBO LINE. It is a money-maker for agents.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
Western Canadian Jobbers

Tudhope-Anderson Co. Limited

Winnipeg

Regina

Saskatoon

Calgary

A. STANLEY JONES North Battleford SASKATCHEWAN

The Original Small Threshing Machine

COMPLETE OUTFIT—8 h.p. Engine, 28 in. Separator
All Fittings, Belts and Truck with 16 ft. reach..... \$670.50
28 inch Separator alone, all fittings..... \$317.00
24 inch Separator alone, all fittings..... \$284.00

MADE IN CANADA

Write for Free Catalog and Time Terms.

Sales Agent for
La Compagnie Desjardins, Limited



FREIGHT PAID IN MAN. AND SASK.

The Sale of Farm Scales

In these days of high prices and keen competition, accuracy is essential for the farmer who looks for greatest profit for his labor. In the pursuance of modern business farming no more invaluable piece of equipment can be purchased than a set of farm scales. On a large farm scales of this kind can be made to pay for themselves in a few years. The farmer nowadays cannot afford to guess at the weight of a load of hay or several head of stock. In this, and in many other ways, scales will be found very profitable.

Where stock of various kinds is being fed the only sure method by which the farmer can tell whether or not the animals are making the gains that they should is by weighing them every week or so. In order to be able to determine further as to the profit in the gains it is necessary to use the scales again and weigh the feed that the animals receive. If there were no scales on the farm, and in order to get any weighing done, it would be necessary to go some distance, in all probability the weighing would never be done until the stock was sold. The farmer would just feed on until the stock was ready for the market without knowing to any degree of certainty what the feed was costing or whether the stock was being fattened as economically as possible or not.

Along with the foregoing there are many arguments which can be used by the dealer who considers the sale of farm scales. Even cursory consideration will assure such a dealer that the selling talk attached to scales is only plain logic applied to weight accuracy on the farm.

Increasing Binder Efficiency

In the farming business the time of greatest strain is at harvest time. It is then that the greatest number of men and horses is required to do the necessary work in order to save the crop. The loss of a horse may mean the loss of a large amount of valuable grain. Owing to this the farmer must carry from one to three or more, horses than are actually required during the harvest season. And the upkeep of these horses means money during the course of a year. Considered in hard cash, the cost of keeping two or three horses will speedily pay for an engine attachment to the binder, which will permit two horses to handle the average 8-foot cut in the average field.

When the binder engine first appeared it was looked upon as an experiment. To-day, when rightly put on and operated with ordinary care, it is an assured success. Any engineer can explain that when you use external power to operate any mechanism the increase in mechanical efficiency and power is far greater than were that mechanism to provide its own power. A little consideration will let any farmer realize the inevitable strain and loss of power by the system of transferring the power of the binder from the bullwheel through chains and shafting to the various parts of the machine. When you consider, also, the slippage that occurs on soft soil you at once get the practical value of the binder engine attachment. It does all the cutting and binding of the grain; the horses simply haul the weight of the machine.

Since the engine action is direct there is no chance for slippage and no waste of power from that cause. The ordinary binder engine has a good margin of power for all practical purposes. The starter power from the engine makes it valuable on wet ground or in tangled, heavy grain and users say there is much less breakage under these conditions than from the bull wheel drive.

The harvest that is coming on will make the question of team power more important this season than ever before. Where the farmer has only one binder and four horses and can get the help the binder engine means practically adding a half day to every day's work. By switching teams

the binder can be driven from early morning until long after dark if it is necessary, to harvest the crop. If the pressure of work is not so great the binder engine releases one of the teams to do the many needed things about the farm and by changing off all the horses are kept in fine fettle for fall plowing. And when harvest is over the engine can be used for a wide variety of work around the farm and farm home.

Quit Your Quittin'

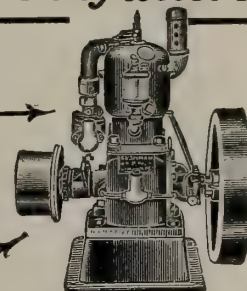
What's th' use 'o always grumblin'
An' complainin' 'bout your fate?
If you'll cut loose an' get busy
Right away, it's not too late;
For there's always some one sizin' up
Th' pace that you're a-hittin';
Just keep braced up an' plug away
An' quit your doggoned quittin'.

The fellow who can't raise a hand to help himself has no business to play poker.

The Farmer's Best Helper —His Wife's, Too. On the Job For Any Work, Anywhere, Any Time

Special Features

Light weight and compactness. Easy to move.
Patented Economy Tube in Schebler Carburetor. Saves gasoline. A big item.
Throttle Governor gives perfect regulation and control.
Change speed while running.
Original Binder Engine. Operates any binder. Simple patented adjustable attachments.
Patented Friction Clutch Pulley



An All-Purpose

all-season engine. Does all the work any 4-H. P. engine does and much that no other engine can do.

Operates any binder. Churns, runs the separator, grinds, pumps, washes, etc. Weighs under 200 lbs. Easily moved to where you have work to do.

Guaranteed 10 years.

Also 2-Cylinder 6-H. P. up to 20-H. P. Cushman's for heavy duty work.

The Farm Cushman

All-Purpose Engine

What Users Say:

"My Cushman on the binder saves me a team at harvest time."

"Fine on power washer, makes so little noise. Uses so little gasoline."

"Used it on 74-inch burr mill—walked away with it."

"Am running an 8-inch I. H. C. grinder, also churn, washer, separator."

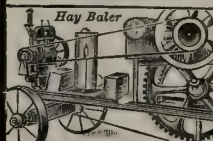
"Cut as much wood in six hours as my neighbor did with his 6 H. P. in seven hours. His engine weighed 1000 lbs. My Cushman weighs 190 lbs."

Get Catalog and Cushman Trial Offer before you buy any engine.

CUSHMAN MOTOR WORKS OF CANADA, LTD.
Makers of Light Weight, High Grade Gas Line Engines
289 Princess St., Winnipeg, Man.



On a Corn Binder



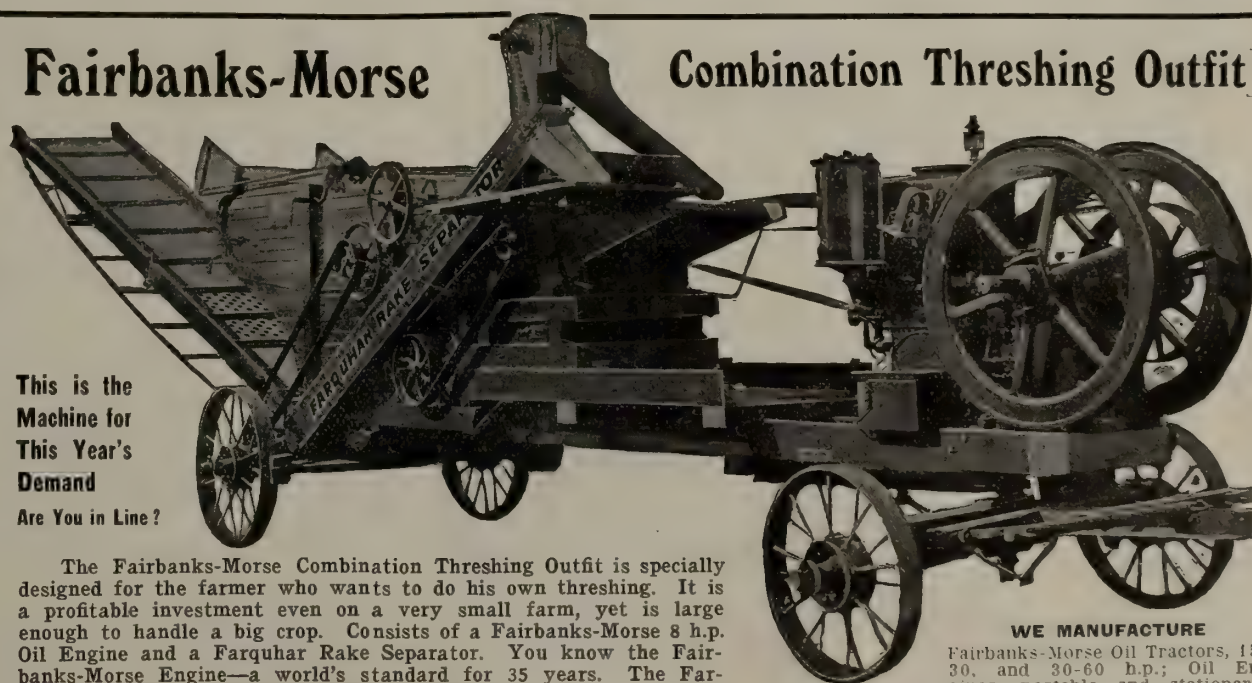
Hay Baler



Mounted on Truck

Fairbanks-Morse

Combination Threshing Outfit



This is the
Machine for
This Year's
Demand
Are You in Line?

The Fairbanks-Morse Combination Threshing Outfit is specially designed for the farmer who wants to do his own threshing. It is a profitable investment even on a very small farm, yet is large enough to handle a big crop. Consists of a Fairbanks-Morse 8 h.p. Oil Engine and a Farquhar Rake Separator. You know the Fairbanks-Morse Engine—a world's standard for 35 years. The Farquhar is a Separator fit to bear it company.

Can be Sold at a Remarkably Reasonable Price.

Write for booklets and full information.

The Canadian Fairbanks-Morse Co. Limited
Winnipeg Montreal, St. John Saskatoon Toronto, Vancouver Calgary
Ottawa Victoria

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30, and 30-60 h.p.; Oil Engines, portable and stationary, 1 to 500 h.p., for all purposes; Marine Engines, 2 and 4 cycle, 3½ to 100 h.p.; Binder Engines, adapted to all makes of binders; Hand and Power Pumps for every purpose; Truck and Pitless Scales, specially designed for farm use; Electric Lighting Plants, suitable for country residences.

A Branch House Baseball Team

"All work and no play makes Jack a dull boy," in the implement business as in every other line of effort. With that ancient adage in mind it is pleasing to note that, all over the Canadian West we find, in connection with the various branch houses of the large machine concerns, sporting clubs in which teams are embodied covering such games as baseball, lacrosse, football, hockey, cricket, etc. On this page we reproduce a photograph of the 1915 Baseball Team of the International Harvester Co.'s branch house at Yorkton, Saskatchewan. The team is shown in their war paint as taken during spring, when strenuously preparing for the opening of the season. Resplendent with the totem of the company on their bosoms, the Yorkton I H C nine should give an excellent account of them-



International Harvester Co.'s Baseball Team at Yorkton, Sask.

selves this season. Catching is an excellent means of smartening a fellow up for collections, and a good wielder of the club may have as direct and forceful arguments when talking to a prospect. We feel that a salesman who shows speed in a home run will be no slouch when it comes to getting after business.

For the 1915 season may the I H C Yorkton ball team have every success, and the man who takes a practical interest in sport has a clear head and strong physique to use in the more important game of business on the following day.

Loading in leaky and unclean cars.

Improper loading and bracing.

Delay in removing less-carload freight.

Delay in unloading cars.

Responsibility for the first three rests with the shipper. For the fourth the railroad employees are to blame and the fifth represents a responsibility divided between shippers and carriers. Responsibility for the last two is on the receiver of the freight. This analysis shows that there is something for all factors to do to prevent loss and damage.

then, is really only half the sale. For, whether or not you sell an engine at the same time you sell a feed grinder, you know that some engine is going to run that grinder and you should know something about that engine when you sell the grinder. You can't afford to sell the last half of this unit without giving some consideration to the other half of it, for the two together make the whole unit as it is going to be used.

Not Yet Squirrel Food

Years of worry and collecting had at last mentally affected an implement man, who was putting up a fight to prove that his head was still in proper commercial condition. The case was proceeding:

"My lord," said the counsel, "this man's insanity takes the form of a belief that everyone wants to rob him. He won't even allow me, his counsel, to approach him."

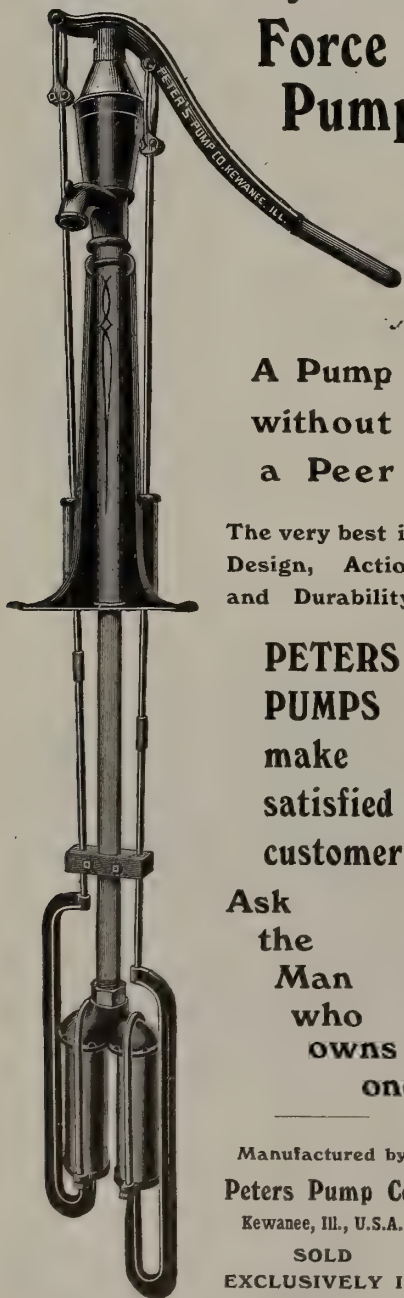
"Maybe he's not so crazy, after all," said the bench, in a judicial whisper.

Selling Advertised Goods

Advertised goods are already half sold. You need less clerk help, you can carry a smaller stock, and yet do more business, and have more time to manage it because the stock will require less study, and you will spend less time with travelling men, and less time with your customers, because they will not need to have the value of the goods demonstrated to them, the goods already having been half sold by advertising.

Many a man's conscience gets callous long before his hands do.

Peters Double Cylinder Force Pump



A Pump without a Peer

The very best in Design, Action and Durability.

PETERS PUMPS make satisfied customers

Ask the Man who owns one

Manufactured by
Peters Pump Co.
Kewanee, Ill., U.S.A.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg Regina Saskatoon - Calgary
Write nearest Branch House for Particulars

Loss and Damage in Shipment

In analyzing the loss and damage claims of one of the leading railroads in the United States, the following causes contribute, in the order named, to losses and damage to freight:

Improper packages and packing.
Improper tagging and marking.
Indefinite billing instructions.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY **FRAZER LUBRICATOR CO.,**
Factories: ST. LOUIS, NEW YORK.
NICHOLSON AND BAIN, Agents,
WINNIPEG, MANITOBA.

When Selling Power Machinery

Selling power machinery and selling small implements are two different propositions. The implements are usually sold to be used by themselves. You hitch a horse or a team to them and off you go without respect to any other thing. But with machinery you have to consider the source of the power. For all machinery consumes power and usually a gas engine furnishes the power for farm machinery.

So, when you sell a feed grinder or other power consuming machine, you simply have got to consider the engine. A man would be a fool to build a silo without giving some thought to how he was going to get it filled, which brings up the ensilage cutter. The machine you sell,



I H C Statement for 1914

Decreased Sales: Decline in Profits

The annual statement for the International Harvester Corporation for the year 1914 was made public on June 1. The report is in two sections as usual, embodying the business done by the Harvester Corporation and also that done by the International Harvester Co. of New Jersey, which handles the domestic trade.

I H C Co. of New Jersey

The net income from operations before deducting interest on loans, and the necessary annual provisions for Ore and Timber Extinguishments, Plant Depreciation, Maintenance, etc., during 1914, was \$12,206,227, a decrease of net income of \$1,078,443, as compared with 1913. After all necessary deductions are made the net profit for 1914, for this section of the company, stands as \$7,463,231, a decrease of \$452,294 as compared with the net profit for 1913. Farmers and Agents notes receivable show as \$25,651,445.

I H Corporation

The income from the 1914 operations of the International Harvester Corporation, before deducting interest on loans, etc., amounted to \$7,329,825, a decrease, as compared with 1913, of \$3,026,802. When necessary deductions were made the net profit for the corporation, for 1914, shows as \$4,262,594, a decrease of \$2,892,658, as compared with 1913.

Combining the net profits of the two sections of the organization, as given above, we find the total net profit to be \$11,725,825. Compared with the total net profit for 1913 this shows a decrease of \$3,344,952.

The farmers and agents notes, as shown under the heading of receivables in the financial statements of the two organizations, when added, amount to the sum of \$68,059,492.

Surplus and Dividends

During the year the International Harvester Corporation paid 7 per cent on its preferred stock and 2½ per cent on its common stock, a total of \$3,100,000. Owing to adverse business and financial conditions caused by the war, no common stock dividends were paid during the last two quarters of 1914. The New Jersey organization, on preferred and common stock paid a dividend of 7 and 5 per cent respectively, amounting in all to \$4,100,000. The surplus at the end of the year of the latter company was \$22,

972,029, of the corporation, \$20,011,119.

Inventories

The inventory account of the two companies at the end of 1914 stood as follows: Harvester Corporation, \$34,860,626; Harvester Co. of New Jersey, \$35,402,598—a reduction amounting to \$15,449,718 as compared with 1913.

Reserves

Liberal expenditures are annually made by the company for the ordinary repairs and renewals in order to maintain the various properties at maximum efficiency. For 1914, the works and twine mills situated in Canada were allocated, \$137,592. During 1914 the company paid \$2,230 in pensions to employees, the balance of the Pension Fund carried over being \$764,214. For collection expenses the balance carried over at the end of the year was \$800,000. Bad debts to the amount of \$627,436 were charged off.

President's Report

In his general report, President C. H. McCormick points out that, owing to partial crop failures in Western Canada, unsettled financial conditions in South America, and mainly owing to the outbreak of the European War, the sales in foreign countries declined 12 per cent. The war resulted in the efficiency of the European manufacturing and selling organizations being seriously impaired, so many experienced employees being called to arms. The works in France have been shut down since August, while the Russian and German factories have been operating with reduced forces. At Norrköping, Sweden, the plant has been running at full capacity. Notwithstanding European moratoria, and other embarrassments incident to war, the collections in all European countries have exceeded expectations, being only slightly less than in 1913. It is stated, however, that the volume of business and collections in Canada and South America were disappointing. As regards foreign business the company has adopted a policy of retrenchment, and the strictest economy in operations was practiced throughout the entire organization during the year. In the latter part of the year the reduction in export orders due to the interruption of European business necessitated the running of plants with smaller forces and on short time. It is interesting to note that the stockholders of the

International Harvester Co. of New Jersey number 7,018, of whom more than one-half are employees; the stockholders of the International Harvester Corporation number 6,265, with the same percentage of employees holding stock.

Fertilizers and Prairie Soil

The Missouri Agricultural Experiment Station have recently published the results of eight years tests on prairie soil with lime, fertilizers and manure. The areas tested are part of the level and rolling prairies of central and north-east Missouri, and over such an extended period the results from these tests should be regarded as trustworthy. The most striking feature brought out was the general need for lime on the prairie soils of the parts of the state in which the experiments were held.

The need for ground limestone has been found to be variable, running from practically nothing on some of the rolling prairies near the water courses, where the glacial gravel lies near the surface, to as high as four tons in some places on the heavier prairie land. For the man who expects to farm these lands in-

tensively, and particularly where he wishes to grow clover, the use of from one to three tons of ground limestone per acre is usually necessary.

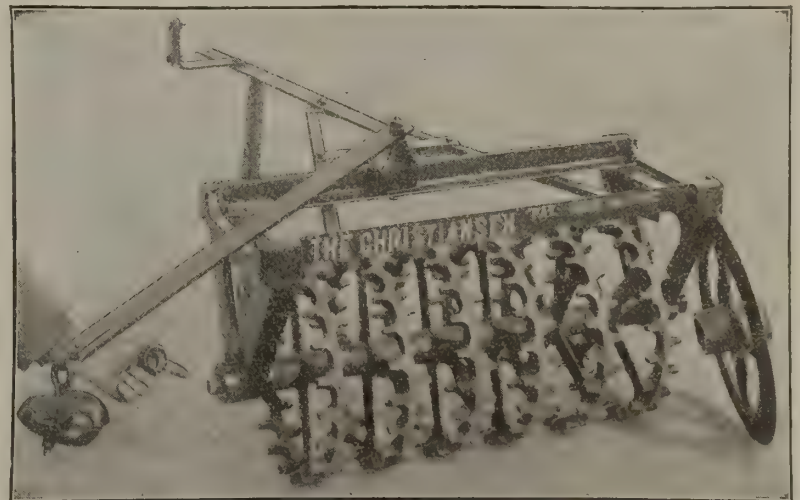
On level prairie, and on the more worn phases of rolling prairie, it was found that the use of 150 to 175 lbs. bone meal, or of 175 to 225 lbs. acid phosphate is to be particularly recommended drilled in with wheat. For corn, 75 to 90 lbs. per acre of bone meal, or of medium grade mixed fertilizers, has been found to give good net returns. The result of the eight years tests show that one of the greatest needs of the more worn areas of prairie soil, particularly, is that of organic matter or humus. The best system of building this into the soil is by crop rotation, manuring and the use of green manures. The time has come, and this applies to many parts of the Canadian West as well as Missouri, when a systematic crop rotation should be established on all well handled farms.

This Will Do It

The best way to scare the faculty for hitting the high spots out of a gay and wealthy Western rancher is to have a good-looking breach of promise sharkness show her periscope close in his wake.

Start and Stay with the Successful Line

In the past five years our line has established its superiority over all other makes. Have you seen our Dust-proof, always lubricated axle. Every packer guaranteed. SURFACE OR SUB-SURFACE WHEELS INTERCHANGEABLE.



Are you taking care of your plow attachment trade? If not, you are a loser! We can show you a demand right in your own district for our successful line. Hundreds of dealers are learning this every week. They repeat orders to us. Dealers praise them, because they move fast, and never come back! Our reports are all like this:

"Gentlemen: I have put out two of your packer attachments with good farmers, and they are giving perfect satisfaction. Send two more at once. A. T. Foot, Hartney, Man."

"Have put out your last shipment of twelve harrow attachments with good farmers, and they all kept them. Send twelve more quickly. M. R. Hart, Govan, Sask."

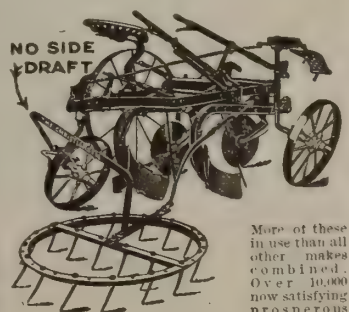
(After three shipments) "Ship me six more of your harrow attachments with my John Deere shipment, and oblige, W. M. Ryan, Waskada, Man."

"Farmers pronounce them strictly on top. Your harrow attachments certainly suit me better than all others I have tried, and I have seen many. J. Graham, Minto, Man."

"They outclass everything I have tried. E. McConnell, Hamiota, Man."

"I got your harrow attachment. It certainly is a dandy. My neighbor, Mr. King, sends money order for one to-day. I will want one or two more. G. C. Milnes, Delamhead, Alta."

CHRISTIENSEN HARROW WORKS
331 AUSTIN ST. WINNIPEG, MAN.



More of these in use than all other makes combined. Over 10,000 now satisfying prosperous farmers.

Pushing the Hay Press Trade

Between 1850 and 1860 the first hay presses were put upon the farm machinery market, although not until years later was hay baling pursued to any great extent. The early portable press was a machine of little capacity. Practically all of them were of the vertical box type, forming a single bale which was then tied off and removed, and the press adjusted preparatory to handling another bale. It was a tedious process, to say the least. Time passed, and the number of hay presses increased, but the hay shipping area still clung to the sea boards of the country or to localities near to cities of considerable size. Before the coming of the hay press very little hay was shipped by rail. The majority of roads refused to carry it, and large cities received their hay supplies by water haul or by barges. With the coming of the Civil War in the United States, hay had to be transported in large quantities and long distances in order to supply cavalry mounts. It became essential that more presses be used, and a number of large vertical presses appeared. As the country developed, as population and industrial centers increased, while stock-raising and dairying became more common, the hay business advanced by leaps and bounds, and with it the portable press became a necessity so that the farmer could rapidly press his hay into small convenient bales without special or extensive preparation. The problem of hay transportation was solved, and from the distant farm, via the railroad, the hay crop was forwarded to the far-off markets.

In Western Canada there is

unlimited scope for the development of the hay tool business. We have had for too long the idea that farming began and ended with wheat. Yet, in 1913, the hay crop of the United States amounted to over seventy million tons, with a value of over \$850,000,000. This should show that, from a farming standpoint, there is money in hay.

At the present time the farmer who has even a small acreage of alfalfa, timothy or clover, finds a hay press as much of a necessity as a mowing machine. He has found that when he stacks his hay he is losing fully 25 per cent of its value in the weight, shrinkage, and in spoiled hay in the bottoms and tops of the stacks. By baling his hay crop, even if it is stored in the barn, he is in shape to make prompt shipment and can take advantage of any shortage or sharp advance on his baled product. It is always ready for the market.

As a matter of fact, the hay press business should be as much a regular line for the machine dealer as are mowers or rakes, yet when the farmer comes to the average dealer about hay presses the latter has to hunt around, send for catalogs and otherwise locate hay press information before he can make a sale. It would make interesting reading to find just what percentage of West Canadian implement dealers handle hay presses!

And there are so many excellent selling points available for the dealer, apart from the mechanical features of the press, which, of course, are usually a dealer's stock in trade when selling machines to the average customer.

For instance, baled hay requires only one-fifth of the space necessary to store loose hay. This does away with large barn capacity, inasmuch as baling can be done in the field after curing, and many tons of it can be entirely protected from wind and weather by the use of a little tarpaulin. This enables the farmer to store his hay at home indefinitely while waiting for the usual rise in price which follows the first rush in getting the crop to market. Many well-to-do farmers wait and take their time for marketing, even without the press, by merely stacking their hay in the field, baling it only when the time comes to sell it. Such hay never grades so high as that which is baled early in the season, then covered, nor does it bring such good prices.

As regards the kinds of hay press with which the dealer can identify himself they are without number. They may be classified roughly as motor presses and horse-power presses of various degrees of efficiency.

In the long run the motor press is perhaps the most satisfactory selling press, in that the farmer gets an engine of 3, 4 or 6 h.p., which can be made into an ordinary portable engine, serviceable at all times for a hundred jobs around the average farm.

Very often an individual farmer may be best fitted out with a horse power press, owing to the fact of his having a small output of hay; or of having plenty of horses to use without yet finding it wise to own an engine. Another farmer with a larger output and who has an engine or has plenty of work for one, and especially if he is short of help and horses, should, by all means, have a power press. If he has no engine, the dealer makes a profit on the sale of both the press and the engine. There have been, of course, many improvements on the old style horse power press, such as the self feed attachment. The sizes of bales have been standardized and we find presses to-day, making bales 14 x 18, 16 x 18 and 18 x 22 inches. In general there is a strong sentiment among hay machine dealers to have bale sizes 14 x 18 and 18 x 22 inches.

One excellent type of motor hay press is handled by the John Deere Plow Co. It is operated by a relatively small engine, and has eccentric gears that drive the plunger, giving a greatly increased leverage at the time the hay is pressed into the bale. The engine has a double drive with straight belts, furnishing more power and eliminating undue

strain on the engine crank bearings. The large eccentric gear drive gradually increases the leverage for the press plunger as the hay in the feeding chamber becomes more compact, developing greatest power at the time the hay is pressed into the bale. This gradual multiplication of the leverage, delivering the maximum pressure at the time most power is required makes the John Deere motor press run steady without the necessity of the heavy, high-speed flywheel usually found upon the average motor press. The machine operates with a complete freedom from jar and vibration, since the power is not wasted in transmission through a series of gears and bearings. The plunger and pitman on this press are one. The end journaled to the eccentric gears travelling in a circle with the gears rocks the plunger face. This action increases the feed opening allowing a larger amount of hay in the press, and as the latter is forced into the bale the rocking motion of the plunger face acts as a pry, forcing the hay under the tucker and into the bale with greater ease and without chugging.

Baling hay neatly and properly puts it into condition to be either fed to stock with the minimum of loss, or into condition to be sold quickly when market quotations are satisfactory. All of the points connected with modern hay machinery are well worth the consideration of every implement dealer, and the local development of haying machinery is largely a matter that rests upon the dealer. Too few farmers realize the value of the hay crop—they are single minded and too prone to consider nothing but grain growing. The hay crop, properly developed, can put dollars in the pockets of Canadian farmers, and a greater acreage of hay is a thing that should be aimed at by Canadian agriculturists.

Aiding Engine and Pump Sales

Manufacturers of engines and pumps are doing a big work in educating farmers to the many advantages of a private, independent water supply system through their advertising in the farm papers. This advertising is constantly creating business for the pump dealer and is making it easier and easier for him to build up a profitable business in this line. Each pump installation not only gives him an opportunity for the sale of an engine to operate it but brings orders for pipe, tank, laundry, bath room and kitchen fixtures and other accessories which go along with the installation.

Improved Transcontinental Train Service

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To Pacific Coast Points

Tues. Sun. Fri.	Mon. Wed. Thurs. Sat.	Mon. Wed. Fri. Sat.	Sun. Tues. Thur.
6.00 p.m.	6.00 p.m. Lv. Winnipeg	Ar. p.m. 2.25	p.m. 2.25
8.31 a.m.	8.30 a.m. Ar. Regina	Lv. p.m. 10.30	p.m. 10.30
9.38 p.m.	9.38 p.m. Ar. Saskatoon	Ar. p.m. 8.15	p.m. 8.15
10.00 p.m.	10.00 p.m. Ar. Edmonton	Lv. a.m. 8.30	a.m. 8.30
8.00 p.m.	Ar. Prince George	Ar. a.m. 8.30	a.m. 8.30
6.15 p.m.	Ar. Prince Rupert	Lv. a.m. 10.30	a.m. 10.30

Through electric lighted sleeping car and coaches, Winnipeg and Prince Rupert electric lighted diners. Winnipeg and Edmonton and Edmonton and Prince Rupert. Electric lighted tourist car leaves Winnipeg every Tuesday night for Prince Rupert and every Monday night from Prince Rupert for Winnipeg.

Grand Trunk Pacific Coast Steamship Co.'s

Sat. Thurs. Tues.	Palatial Steamships Prince Rupert and Prince George	Thurs. Sat. Mon.
10.00 a.m.	Lv. Prince Rupert	Ar. a.m. 6.30
4.00 p.m.	Ar. Vancouver	Lv. Night 12.00
10.30 p.m.	Ar. Victoria	Lv. p.m. 3.30
6.00 a.m.	Ar. Seattle	Lv. a.m. 9.30

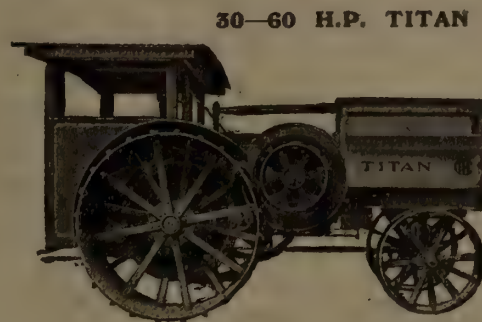
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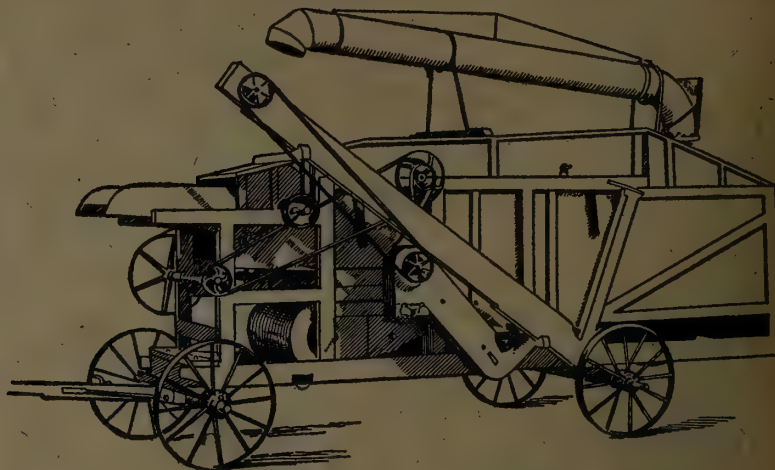
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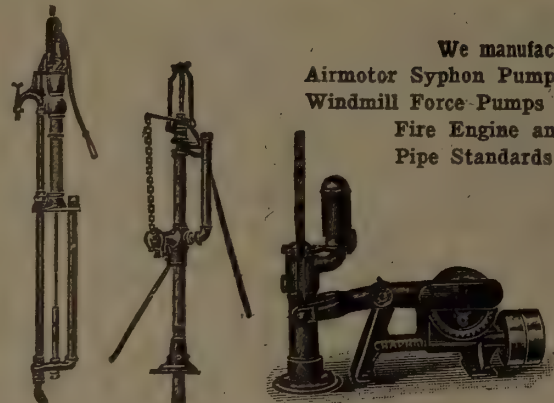
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CANADIAN FARM IMPLEMENTS

VOL. XI., No. 7.

WINNIPEG, CANADA, JULY, 1915.

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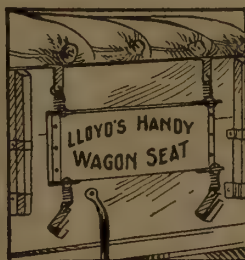
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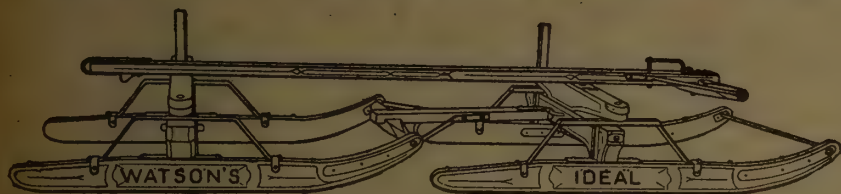


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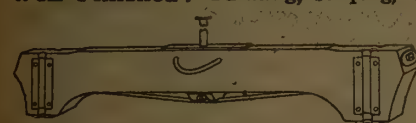
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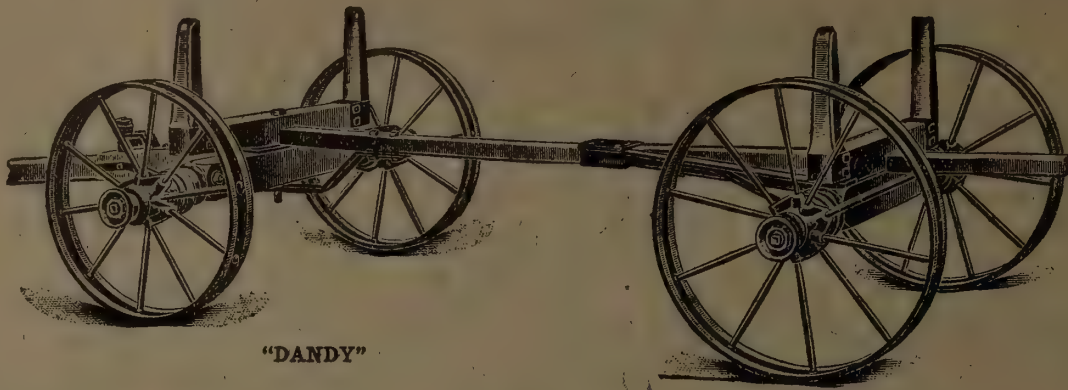
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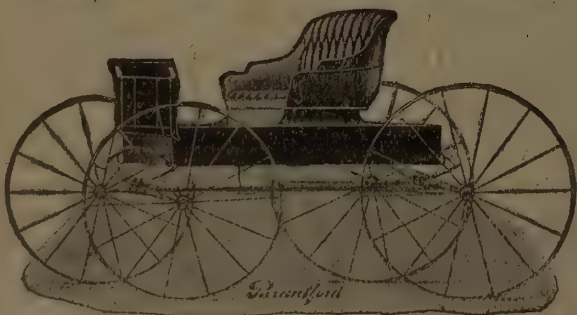
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Vol. XI., No. 7

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Machinery Commission Findings in Saskatchewan

About the middle of June, the report of the Royal Commission, appointed to inquire into the questions and conditions surrounding the sale of farm machinery in the Province of Saskatchewan, was submitted to the Provincial Legislature. Since Royal Commissions are becoming quite a common feature in the Canadian West, it is not surprising to find that the evidence contained in the report of the Commission amounted to some twenty volumes, the gist of which, however, we will compress into a digest of the main findings. Our readers will recollect that the Commission was composed of the following gentlemen: Judge Newlands, Chairman; Judge Lamont, Hon. W. F. A. Turgeon, Attorney-General; Hon. W. R. Motherwell, Minister of Agriculture, and Mr. J. A. Maharg, President of the Saskatchewan Grain Growers' Association.

The evidence adduced covered a wide range of subjects such as: The manner in which sales were made; the form of the order or contract signed by the farmer; the security taken by the companies; the collection of the purchase price, including the enforcement of the security taken, repair parts; the result to the purchaser of his buying of the implements.

Text of Findings

The findings of the commission and the recommendations made are succinctly summarized in the report, as follows:

"That as regards the sale of small implements, e.g., a plow, harrow, mower, binder, etc., the farmers had no serious complaints to make which could be remedied by the legislature. As regards the sale of power outfits, however, they did complain, and the commissioners think these complaints may and should be remedied. The chief sources of losses complained of were:

"First—Those resulting from misrepresentations made by the

agents of the selling companies, for which the companies refused to assume responsibility.

Second—Those resulting from an unfair and unreasonable contract, under which the farmers were obliged to pay for the machine sold, although it may not have been reasonably fit for the purpose for which it was sold.

"Third—Those arising from the inability of the farmer to promptly get necessary repairs.

"Fourth—Those arising from the fact that the companies sold power machinery to farmers (often homesteaders) who were not possessed of the experience or business ability necessary to make a success of its operation. That to secure the price they took security on all the purchaser possessed and when he failed to pay they sold him out, leaving him in most cases financially ruined.

Recommendations

"To prevent those losses the commissioners recommend:

"First—That the contract contain such detailed warranties as to the capability of the machine as will remove the main opportunity for misrepresentation which now exists, and, further, that the ordinary rules of law governing the liability of principals for their agents be made to apply to sales of farm machinery.

"Second—That a statutory contract be adopted, in which the selling companies will give proper warranties covering the construction, operation and durability of the machine sold, and that the farmers can, upon application, obtain necessary repairs at a place to be specified in the contract.

"Third—That the selling companies should not be allowed to take any security on land at the time of the sale, nor for six months after the delivery of the machine to the farmer.

"Fourth—That all dealings with the homestead be invalid unless with the consent of the owner's wife."

Minority of Commission wish Further Restriction

Commissioners Lamont and Maharg concur in the above findings and recommendations, except with regard to the third clause—that is the recommendation that the restriction to be imposed upon the right of selling companies to take security on land be limited to a period of six months after delivery of implement. While admitting that the restricting of all security for a period of six months will afford a measure of protection to the purchaser, which protection is increased by the requirement of signature of purchaser's wife, Commissioners Lamont and Maharg are of the opinion that the restriction, stated in clause three, should apply permanently. The application of their recommendation is limited to sales of large implements, since it was only in cases of such sales that hardship was found to exist.

Sources of Losses

The Commissioners have concluded that the two greatest sources of loss resulting from the purchase of large implements can be attributed to the unfairness of the contract.

Many machines have been sold to men lacking the foresight and ability necessary to conduct a business, the profitable carrying on of which depends upon many considerations, while the time within which it must be carried on is short.

The commissioners recommend the adoption of a statutory form of contract wherein the company will be compelled to state specifically, in writing, by way of warranty, just what work the machine will do, e.g., how many plows it will pull and what sized separator it will operate. This will remove the usual opportunity for misrepresentation (or at least misunderstanding), which has also proved a great loss to the farmers. It will serve a better purpose than a bare general

enactment, such as was suggested to the commission, to the effect that the companies shall be liable for the representations of their agents, but which would still leave in dispute in each case many questions of fact and of law.

It is further recommended that the ordinary rules of law regarding principals and agents be made to apply to these transactions, and that the companies be prohibited from inserting in their contracts a clause repudiating all responsibility for the representations of their agents.

Statutory Contract Recommended

It is stated that the whole contract now in use for the sale of power outfits is drawn up as if to protect the vendor—not the purchaser! It is suggested that companies must have very little confidence in the implements they sell if they must so hedge themselves with protection from the purchaser. Under the existing contract the purchaser takes all risk—the vendor none. Furthermore, by signing the iron-clad contract in vogue, the purchaser waives practically every provision of the law made for his protection.

In the statutory form of contract recommended by the commissioners, it is suggested that its use be made compulsory in regard to the sale of large implements; (a) that contract should be as concise and simple in language as is possible; (b) that it should embody a description of implement sold, price to be paid and dates of payments thereof; (c) that contract should include warranties sufficient for protection of the purchaser, such warranties to cover construction, operation and durability of implement, also the ability of purchaser to obtain the necessary repairs for implement at a place in Saskatchewan, the place to be specified in body of contract.

The Question of Warranty

Where small implements are concerned, it is thought that the following warranties will be

sufficient: That machine be well made of good materials; that it will perform the work for which it is intended if properly used and managed; that it will be durable with proper care, and that necessary repairs can be procured at a specified place—these warranties to apply whether the sale be made for cash or on time.

Apart from the question of the warranties, there have been inserted in the new statutory contract other clauses which are considered needful properly to protect the purchaser, covering liens, the right of cancellation of the order, and making the contract an entire one where the purchaser buys an outfit from the one firm.

The Repair Question

The Commission found everywhere loud complaints with reference to the procurability and cost of repairs. It was stated that the delay in procuring repairs often proved fatal to a profitable season's operations. The commissioners think that the purchaser is entitled to a warranty that the company will keep the various parts of a machine at a place in the province specified in the contract. It is found to be the universal impression among farmers that repair prices are altogether too high, but in this no remedy is suggested unless farmers go into the agricultural implement business themselves. Even the purchasing of machinery and repairs co-operatively would, it is stated, materially reduce the cost to the farmers.

Dower Law Recommended

The commission finds that companies generally take security on real estate and chattels of the purchaser on the sale of large implements, which the companies do not hesitate to sell to a farmer who has only his homestead, if they can get a mortgage on the homestead. When default arises from the failure of the implement to do its work, or the inability of the farmer to operate it successfully, the failure of the first season will probably be duplicated the second season, with the result that in a great majority of cases the man loses his farm.

Many recommendations were made by witnesses to remedy the grievances in connection with the taking of security on land. For reasons explained, the commissioners are opposed to the adoption of many of these suggestions, some being of an exceedingly drastic nature. It is proposed, however, to meet the grievance as regards security by making compulsory the contract outlined above, giving an assurance that implement will properly perform its functions, and six

months to consider whether or not purchaser will mortgage his land to secure purchase price of implement, and also to make it essential that the wife of the farmer be a party to the mortgaging of the family homestead. To that end the commissioners have drafted a bill with provisions, including the clauses respecting vendor's lien; the contract for second-hand machinery, and the company's liability in respect of payments made to agents, and the assignment of earnings.

Security on Chattels

The view is held by the commission that a farmer should have the right, under mortgage on chattels given by him to his creditor, to secure and keep those chattels which now under the Exemption Act he is entitled to select and keep if his chattels are seized under execution. It is stated that this seems to the commissioners much fairer than to allow one creditor to whom he may be willing to give a mortgage to take all his chattels, and so put him out of business.

General Observations

The commission finds that implement companies charge more for their machinery in Saskatchewan than in the neighboring states, also that a higher rate of interest is charged in Saskatchewan than in Ontario. On the question of the date when notes fall due, the commissioners concur in the opinion held by many farmers that the present date, generally October, is too early. It is thought that it would be much better for all concerned if the companies would make their notes fall due on November 1 or December 1, or divide them up in instalments due November 1, December 1, and January 1. Grateful appreciation is voiced by the commission of the help and co-operation of the farmers of the province in connection with the enquiry, and also of the assistance given by officers of the local grain growers' associations and implement companies.

"Millions Wasted"

The "Standard," London, England, in a recent issue said below the above caption:

"The announcement of the formation of a Canadian Flax Association is of particular interest just now, when supplies of flax have been practically cut off owing to the war, and there seems to be no doubt that Canada should be able to meet the demand which is sure to arise in linen centres for high-grade fibre owing to the threatened scarcity of the crude

product. The climatic conditions and the soil of the western provinces of the Dominion are ideal for the growing of the plant, from the fibre of which the world's linen is made. At present something like one million tons of flax straw are burnt in Canada every year, simply because it has not been raised in marketable form.

"In 1913, the area in flax in the West amounted to one and a half million acres, and it is estimated that under careful cultivation this could be made to yield at least two million tons of fine flax straw, worth, on the basis of the lowest prices for the European product, five million dollars."

Experts agree that, in the Canadian West, we have much land which is ideal for flax growing, and that there is no reason why the finest flax straw in the world should not be raised in these districts. It could not be expected that the finest material would be raised the first year, but apart from the profit to the homesteader, there is an important advantage to be gained in planting flax the first year, as it is one of the best crops to break up the soil and to free certain natural fertilizers that are latent in virgin soil which is at first too rich to grow wheat.

Were some practical method of producing binder twine from flax fibre evolved, together with the necessity for high-grade fibre in the linen centres of the United Kingdom, we should see a great impetus to flax growing throughout the Canadian Northwest.

Horse Drawn Vehicles Still Selling

"The demand for shafts and poles for horse-drawn vehicles has not been materially affected in the past five years," said a well known member of the Carriage Builders' National Association recently.

"The enormous increase of gasoline cars for both pleasure and commercial purposes, remarkable enough, has not caused a big slump in the sale of shafts and poles.

"This unusual fact is attributed to the great increase of population in the United States during the past five years. This increase has been able not only to absorb the increase in manufacture of automobiles, for both pleasure and commerce, but to take care of the old trade in horse-drawn vehicles as well.

"Very few of the big manufacturers of buggies and carriages make their own shafts and poles, because they can be more cheaply

bought of a factory making them exclusively than made as a side line in the buggy factory.

"I know of specific instances where the farmer is going back from the automobile with its expensive upkeep to the old buggy or carriage. The trend of the farmers, as indicated by examples he can personally cite, seems to be toward the horse and 'buggy,' said the same authority.

"The farmer, perhaps, at first does not realize the large expense of keeping an automobile in repair although the initial cost may seem tempting. It is my opinion that in the future more buggies and carriages will be bought by the man on the farm."

A French Caterpillar Tractor

One popular caterpillar tractor, widely used in France, is driven by a 35-40 h.p. 4-cylinder engine. The power is transmitted by a cone clutch in a four-speed gear box. There is short shaft and bevel gearing and a transverse shaft carrying two chain sprocket pinions. From one of these pinions a single roller chain is carried forward to a large sprocket surrounding the differential gear on the main rear axle, on the outer ends of which are the main driving wheels.

The front ends of the frame can be raised or lowered by a bevel and worm gear, which is driven by a belt from the flywheel. The endless caterpillar chains are of the ordinary roller type and run upon sprocket wheels.

To each alternate link is fixed a steel spud or paddle about 10 inches long and four inches deep. The chains are kept free of soil by strips of leather placed between the chains and the paddles. For use in plowing the side frames are lowered until the paddles come in contact with the ground, and as the chains are rotated in the same direction as the main wheels considerable extra adhesion is obtained.

"Oil Pull" Tractors for Russia

The M. Rumely Company, of La Porte, Ind., recently effected a sale of \$75,000 worth of "Oil Pull" tractors in Russia. These machines were sold to a commissioner representing the Russian government. The business was one of the results of a recommendation of the Rumely "Oil Pull" tractor made about a year ago by an investigator acting for the government.

An Interesting Case

Recently the court in Calgary found judgment in favor of Andrew Price, a farmer near Okotoks, who brought suit against the International Harvester Co., the case arising from an accident to a binder which plaintiff bought from the machine company, and which the jury found had not been set up by their expert according to contract.

Plaintiff claimed damages by reason of the pain he had suffered on account of a broken leg, also claimed compensation for the loss of his crop, which he was unable to cut owing to the mishap to the binder in which he got his leg broken.

Plaintiff claimed that it was the duty of the International Harvester Company, according to their contract with him, to leave the machine set up and ready for use on his farm and that had they done so no accident would have happened when he hitched his horses to it.

Defendants contended that there was no evidence to show that the machine was not properly set up, and that it was not until three days after the expert had left that plaintiff went to use it, and as it lay out in the field near the road it was quite possible that it had been tampered with during that period. The evidence was not very positive on either side, yet

the jury awarded plaintiff \$600 general damages, \$150 special damages and assessed the value of the crop he was unable to harvest by reason of the accident at \$1,062.61. It has not yet been determined as to whether plaintiff can recover for loss of crop.

Engines and the Hay Baler

For a good many years the power hay baler has not been fully appreciated by the custom hay balers and the large producers of hay. The fact that some hay balers are crudely built and the service is unusually severe, has made the engine power drive a matter of requiring more caution and care than some manufacturers have seen fit to give this special problem. The increasing use of engines on hay balers has demonstrated their practicability and with a little greater care in building, balancing and working out the proper drive for the engine and press combination, greater success and more economical results will be obtained by the farmer.

The Cushman 2-cylinder, 8 h. p. engine, weighing but 320 pounds, is doing remarkable work on certain types of hay balers. A new 14 h. p. engine, weighing 750 pounds, is just being put on the market and will be capable of meeting any regular hay press power demands. The demand for all sizes and types of power hay presses is unquestionably increas-

ing all over the country, in spite of the fact that a great many of the presses have not worked out the power problem as they should and as they must necessarily do before getting the best and most economical results for the farmer, who in the end must determine the success and service of any power machinery.—E. B. Sawyer, President, Cushman Motor Works.

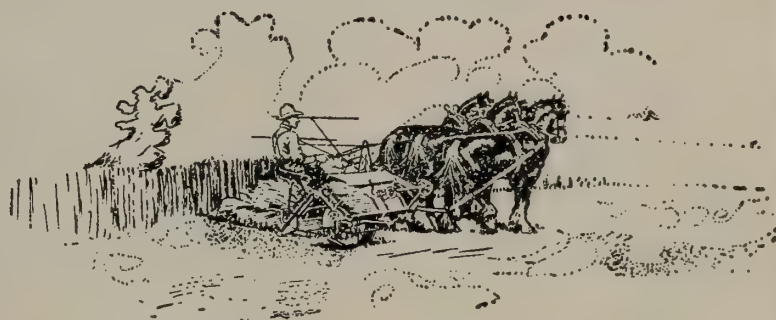
Getting the Binder Ready

One of the first things for the farmer to do in getting the binder ready for the season's work is to see that the guards are in line. Sickle sections and ledger plates which are badly nicked should be replaced with new ones. Adjust the clips so that the sickle is held firmly and gives a true shearing cut. The lost motion in the pitman and connections should be taken up and the sickle made to

register. If it is necessary to take the binder attachment apart, much trouble and time can be saved by marking the parts with a cold chisel, showing how they are put together, if they have not been previously marked. If the knife is occasionally sharpened and kept in good condition it will relieve the strain and wear on the knoter parts.

Oil should be used a little at a time, but at frequent intervals. Different parts of a binder require different amounts of lubrication. It is not necessary to give the binder frame a bath in oil and let the bearings oil themselves by process of absorption. This only aids in accumulation of dust and grit which soon works into the bearings.

These things should receive the attention of every implement dealer in Western Canada, for it is to him that the farmer looks for authoritative instruction as to the proper care of farm machinery.



Massey-Harris Binder

A Simple and Reliable Binder which is Easy to Handle and Easy on the Horses—The most Convenient and Lightest-Running Binder on the Market to-day. :- :- :- :-

Strong Steel Frame thoroughly braced and Trussed.

The Double Truss Main Frame keeps Drive Wheel true.

Drive Wheel is very strong and equipped with Traction Lugs.

Steel Grain Wheel; substantial and strong, protected by Divider, does not run down grain.

The Cutting Mechanism is effective under all conditions.

Floating Elevator, front and rear; handles any volume of Grain.

Easily Adjusted Reel — one Lever does it all,—70 adjustments.

Elevator Chain runs outside of all Sprockets—reduces friction and wear.

Effective Divider—Folds for Transport.

Convenient Operating Levers within easy reach of driver.

Perfect Knotter; always ties and always ties tight.

Three Discharge Arms ensure positive discharge of the sheaf.

Massey-Harris Co. Limited.

Head Offices—Toronto, Canada.

—Canadian Branches at—

Montreal, Moncton, Winnipeg, Regina, Saskatoon, Swift Current, Calgary, Yorkton, Edmonton.

—Agencies Everywhere—

The New Improved "Taggart" Portable Grain Elevator

The most economical machine that the dealer can handle. Saves his customers time and money; takes the drudgery away from handling grain. The New Improved "Taggart" is made in the West—for the West. It is the best elevator made, and at a price that makes sales certain.

Great Capacity—Low Cost

The "Taggart" gives the highest efficiency obtainable in grain elevating machinery. Handles 750 Bushels per hour with ease. Made of the best materials, yet produced at a lower price than any other grain elevator. It will last a lifetime. Strong worm conveyor, large buckets and flexible spout that delivers the load at any angle or height up to 21 feet.

DEALERS:

Get in line now for the sale of the "Taggart" Elevator. Handle the best and create satisfied customers.



SAVES
TIME,
GRAIN
and
MONEY

A Letter will bring you our Liberal Proposition

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 PRINCESS STREET WINNIPEG, MAN.

Selling Points for the Silo

The De Laval Dairy Supply Co. recently conducted a contest in which competitors were asked to outline the reasons why every farmer should have a silo. From a great many papers, the judges chose as best that of Fred A. Read, Bear River, Nova Scotia, a few excerpts from whose paper follow:

The value of a crop preserved by a silo is increased about forty per cent over that of a crop harvested in the usual way.

Less room is required for the storage in a silo of the product of an acre of land than in cured condition in a barn.

A much larger amount of digestible food can be secured from an acre of silage corn than from an acre of hay.

The silo enables us to preserve a larger quantity of the food materials of the original fodder for the feeding of farm animals than is possible by any other system of preservation now known.

Succulent food is nature's food.

Since smaller barns may be built when silage is fed, there is less danger of fire, thus decreasing the cost of insurance.

Silage enables us to keep more stock, thereby increasing the fertility of the farm, which will in turn give us larger crops and affords a chance for more stock.

Ensilage is considered the most economical part of the ration of dairy cows and young stock. It will save about one-third or more of all feeds fed in winter.

Where hay-making is precluded, as is sometimes the case with second crops, as clover, rowen, etc., on account of rainy weather late in the season, the silo will preserve the crop, so that the farmer may derive full benefit from it in feeding it to his stock.

No danger of late summer droughts, as by using the silo with clover or other green summer crops, early in the season, a valuable succulent feed will be at hand when pasture in most regions is apt to give out.

Crops unfit for hay-making may be preserved in the silo and changed into a palatable food, such as thistles, weeds, etc.

The harvest can be removed earlier, making it possible to finish fall plowing sooner and to seed the land down to grass or winter grain.

The silo is the cheapest method of handling the crop, of storing it, and the best method of saving and realizing the fullest value of the crop as feed.

More stock can be kept on a certain area of land when silage is fed than is otherwise the case.

The present high prices of feed stuff and of live stock make it imperative that the farmer conserve

the wealth which their acres produce.

Silage has been demonstrated without doubt to be one of the best feeds for dairy cattle.

When pasture lands are very high it is more profitable to provide succulent feeds through the silo than by pasture.

Silage can be kept longer than any other succulent feed.

All successful dairymen consider a good silo a very necessary part of their dairy equipment, and the silage contained therein greatly increases the milk flow.

The Inter-Provincial Fair at Brandon

There is a season in each year when every enterprising implement dealer should pack his grip and hike off for the depot. This year that date should be the 18th or 19th of July—for on the latter date opens the big Brandon Fair. The Inter-Provincial at Brandon has ever been, par excellence, a farmer's fair. At Brandon the annual display of farm implements and machinery eclipses that at any other fair held in the Canadian West, and this year will prove no exception to the rule. For the manufacturing concern, or the jobber, in-door or out-door space at the Brandon Fair has always been a most profitable means of getting in touch with old, new and prospective customers. "Machinery Row" at Brandon is the first place to which the farmer and dealer direct their footsteps. The visitor is always certain of seeing all that is latest in the farm machinery world, and what farmer ever existed who did not have a live interest in new types of machinery and implements.

Located in one of the finest natural parks one can find lying to the south of the city, the fair-ground in a veritable garden of shady trees and nicely gravelled paths. The large race track and mammoth grand-stand are unequalled for scenic productions and the staging of speed events. In the huge stock barns every year shows by increased entries, that the development of mixed farming in the West is showing a steady increase, in fact a whole day could be profitably spent looking at the splendid specimens of cattle, horseflesh, sheep, swine, poultry, etc., which are annually exhibited at the Brandon Fair. This year a splendid speed program and a fine series of vaudeville attractions will be offered. In the exhibits of field grains, dairy products and horticulture the showing will be, if anything, better than in previous years.

A constant car service to the Fair Grounds; as in past years, makes the path of the visitor easy in this respect, and as Brandon is one of the most intensely united communities, in a civic sense, that we have seen, visitors are sure of a rousing welcome to the Wheat City. The hotel accommodation is all that could be desired, and we feel sure that this year, as in every previous year, the big Fair at Brandon will be a huge success, under the capable management of W. I. Smale and his corps of able assistants. Be a visitor at Brandon from July 19 to 23. Bring your family, for the visit will be instructive, profitable and a lasting memory for all.

Cleanliness and the Separator

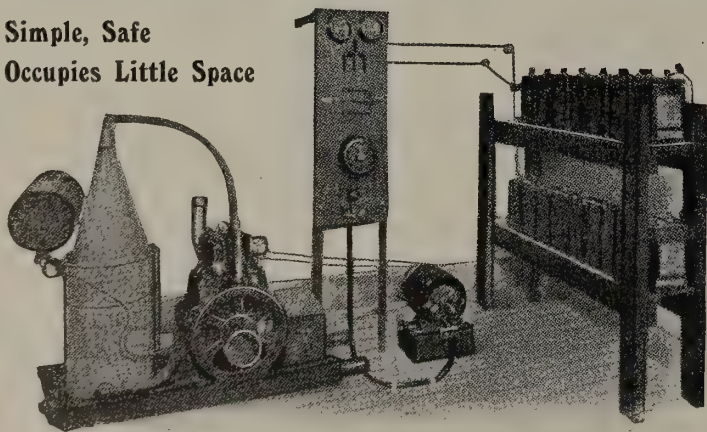
Every farmer can produce first grade cream by reasonable attention to the following simple and fundamental principles: cleanliness of separator, promptness of cooling and frequency of delivery.

The separator is the collector of many of the impurities contained in milk. If cream of good quality is to be secured it is obvious that the separator must be cleaned thoroughly after each separation. If not washed and freed from all remnants of milk of the previous separation, the separator becomes a seat of contamination and a source of filthy and unclean cream, the disastrous consequences of which no subsequent treatment and care of the cream can overcome, says a circular issued by the Purdue Experiment Station.

This does not mean that no attention should be paid to cleanliness and care of milk before separation. Milk produced under

SELL THIS LIGHTING PLANT

Simple, Safe
Occupies Little Space



CUSHMAN STORAGE BATTERY—4 H.P. ENGINE

The Engine shown is the Cushman 4 H.P. type. Throttle governed and equipped with Schebler carburetor. Steady-running, quiet, unequalled for generator operation. When not driving the dynamo this engine can be used on the binder or for grinding, sawing, or any power job on the farm.

The Switch Board is fool-proof; fused and fitted with automatic switch. Battery or generator cannot be overloaded or short circuited.

The Cushman Storage Battery for farm use is perfect in design. Plates will not buckle or sulphate. Highly efficient—a practical battery for farm lighting.

Farmers are interested in Electric Light Plants. They are inquiring about them. Get this Agency. Write to-day for full particulars.

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 PRINCESS STREET WINNIPEG, MAN.

Exclusive Selling Agents for: Fanning Mills, Smut & Pickling Machines, Washing Machines, Lincoln Saws and Grinders, Incubators, Hoists, Cream Separators, Grain Elevators, Wagner Hardware Specialties, etc.

DEALERS!

Meet your customers, make new prospects, see the latest and best in every line of farm machinery and implements by visiting

BRANDON'S BIG FAIR

July 19-23, 1915

The Interprovincial is the Biggest and Best Fair held in Western Canada. The Agricultural Implement Exhibit will be as in past years, the great drawing card. Remember the date—and be there.

Speed Programme Scenic Attractions

Great Machinery Display

Outside space for exhibits FREE.
Inside space at nominal rates.
Machine concerns should write NOW for locations.

\$60,000 for Prize List,
Speed and Attractions

P. PAYNE,
President

W. I. SMALE,
Secretary

unsanitary conditions will not produce good cream, even if passed through a clean separator. In the production of good milk, clean stables, clean cows, clean milking and clean utensils are essential, but all these precautions come to naught, unless the milk is run through a clean separator; and experience has shown that it is this negligence in the care of the separator that has done more harm to the quality of the cream than any or all of the factors entering into the care of the milk before separation, combined.

Immediately after separation, flush the separator with water until the discharge from the skim milk spout is clear. This removes most of the remnants of milk and cream and loosens the separator slime in the bowl, making subsequent washing easy. Now take the bowl apart and wash with hot water containing some good washing powder, all parts of the bowl, discharge spouts and buckets. Then rinse them with scalding hot water and allow all parts to drain in a clean place. All other milk utensils should receive the same treatment. Do this after each separation.

Aside from insuring cream of good quality, a clean separator

will skim more closely and last longer than a separator that is not thoroughly washed after each separation.

The slime which accumulates in the bowl reduces the space in which the milk is exposed to the separating influence of the centrifugal force. The separating efficiency is therefore diminished and more fat is lost in the skim milk.

If the bowl is not washed after each separation, the impurities and acid formed in it, due to decomposition of the remnants of milk, tend to corrode the bowl and internal contrivances and to shorten the life of the separator.

Repairs and the Cream Separator

Ability to secure duplicate repair parts promptly is an important feature for the dealer in dairy supplies. As every farmer knows, accidents will happen "in the best regulated families." Whenever anything "happens" to his cream separator the cow owner is in trouble right away. If his separator is out of repair he will need it at the next milking. Every milking he is without the use of his machine for separating his cream he experiences a loss. In selecting a cream separator, therefore, it is extremely impor-

tant that he makes sure that he will always be able to get repairs and get them promptly.

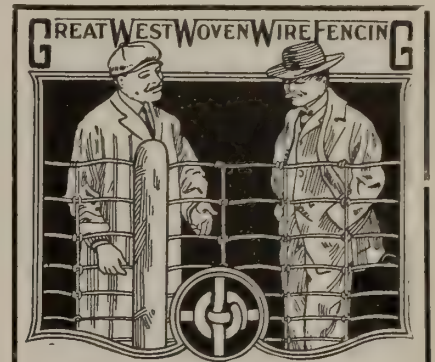
Purchasers of "mail order," "jobbing house" or "imported" separators have no assurance whatever that they can secure necessary repairs at the end of a two or three-year period. If such a cream separator "breaks down," it is out of commission for good.

More than likely at the end of a one, two or three-year period, the manufacturers have discontinued the model and have made no provision for furnishing repairs. In fact, the farmer will be extremely lucky if he can find out who made the separator at all.

On the other hand, even if a De Laval Separator is 15 or 20 years old, the owner can secure repair parts promptly. Duplicate parts of every model ever made are kept in stock at the Poughkeepsie factory. Furthermore, The De Laval Separator Company is a world-wide organization, with 50,000 selling agents. De Laval agents in the United States and Canada customarily carry duplicate parts in stock for the accommodation of their customers. No other separator company is in position to furnish its users such prompt and efficient service. Practical repair and service men are also at the

command of De Laval users to assist them in keeping their machines in running order.

Nearly two million De Laval Separators are in daily use. This is pretty good evidence that De Laval Separators are easily kept in service and repair.



IF—
your shoes pinch you they can be stretched; if your suit does not fit, it can be altered; if your auto is broken down, it can be repaired; if you are tired, you can go to bed; and if you don't like beer, you can leave it alone—

BUT—
the loss of your wheat crop or your stock of cattle and horses due to the inefficient erecting of a poorly made fence can only be endured; it can not be cured.

It can, however, be prevented by using Our Great West Woven Wire Fencing. The Standard Fence of all. "THE FENCE THAT HELPED TO BUILD THE WEST."

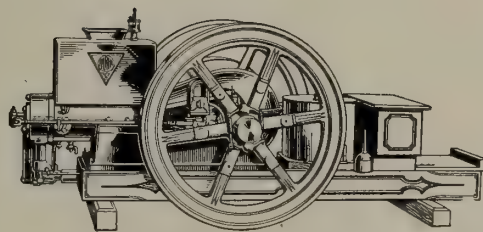
Write for our Prices and New Catalogue.

THE
Great West Wire Fence Co.
LIMITED

76-82 Lombard St., Winnipeg, Canada.



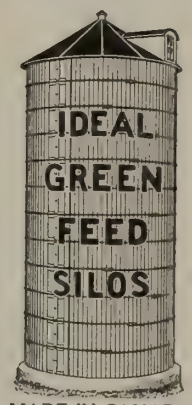
The World's Standard
De Laval Separator



The Alpha Gas Engine. Always
ready to work.



A Complete Dairy Line



MADE IN CANADA

The De Laval Line of Farm and Dairy Supplies

THE dealer who handles the De Laval Line is making friends for himself and building up his reputation as a distributor of high-grade and reliable merchandise.

Because the De Laval Line gives satisfaction to the user and is widely advertised in all Canadian farm papers and is everywhere favourably known, it is an easy line to sell.

If you rely on the De Laval Line your customers will rely on you.

Complete line of Catalogues and information as to territory, prices, etc. will gladly be furnished on request

De Laval Dairy Supply Co., Ltd. WINNIPEG VANCOUVER
MONTREAL PETERBORO
LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA

Grain Storage and the Granary

For years we have found that the farmer who is financially capable is ever in favor of storing his grain against a rise in prices. Whatever the demand for grain this year, whatever the fluctuation in prices, it seems safe to assert that grain storage on the farms throughout the West will be more common than in years past. The farmer has too often seen a time when he was forced to sell his grain to some elevator company or grain dealer, who in turn held the grain in their elevators against a rise in prices, while the farmer had to sell at threshing so as to obtain the very necessary capital.

It is, to say the least, peculiar that, as a general rule, when weather conditions look favorable for a great grain crop, grain prices seem to drop. A little vacillation up or down may be noticeable, but in general a drop is apparent when crops look good. General market conditions at harvest seldom vary to any extensive degree and there is no doubt that the farmer will this year, as never before, become a grain speculator and will hold his grain in every instance where he can afford.

This brings us to the question of the acquisition by the agriculturist of some means of storing his grain. In this regard, as in most, the farmer likes to wait to the last moment before he will decide as to whether he will invest in a storage bin or portable granary, or in several of these very necessary assets on the farm.

In the sale of these metal bins, or granaries, lies a profitable field for the retail implement dealer. There are many types of granaries upon the market, each with some features to commend it. With the ordinary round or cylindrical granary, ease of construction is a strong selling feature. The design should be such that assembly or erection can be readily made. In the earlier design of grain bins, often called "tanks," it was often a heart-breaking job to get the different sections together and the roof in position. As time has passed, this objectionable feature has been largely remedied, and with formed steel braces that hold the sections rigidly in curvature, we now are able to bolt the granary together with little worry or loss of time. These granaries may be made either of

plain or corrugated galvanized sheeting. Their great advantage is that they may be moved from place to place, either by taking apart, or hauling bodily on skids. In some recent types, great improvements in roof design are apparent, such as removable roof sections, which allow the grain to be fed in from any side of the tank. On a windy day this improvement is obvious. Some granaries are so designed that by the insertion of side sections they may be used as an implement shed or garage. Great improvements in doors have been put upon the market, for most of us can recollect the problem for a man of considerable girth entering some types of granary through the rather minute "manholes" supplied. Sliding doors, opening some two feet from the floor, are found in some types, and in some the inner door is made in sections and is provided with a grain spout. As a floor, grain tight wooden flooring may be used, while with most designs this flooring is covered with galvanized sheeting, as a vermin-proof base.

Beyond the mere factor of providing grain storage, the well-designed galvanized steel granary has a host of selling arguments ready for the dealer. No one can dispute that for roofing or siding, sheet metal gives better service and satisfaction than any other medium. As a roofing, with watertight joints, it is the most impervious type of roof possible to obtain. Slate, tile, asbestos, asphalt, tarred felt or wood shingles all have their drawbacks.

In granary design, the galvanized sheet metal type is peerless in its fire retarding qualities. This is obvious when we find that a lower rate in insurance is usually granted on buildings covered with sheet metal roofs. Sheet metal as a fire retarding factor is hard to equal, in fact a sheet metal gran-

ary roof reflects heat away, while sparks or flying embers do not menace it, as is the case with the majority of roofing constituents. If any man doubts that the roof of a steel granary does not deflect the heat of the sun, he can get positive proof by touching one on a very hot day.

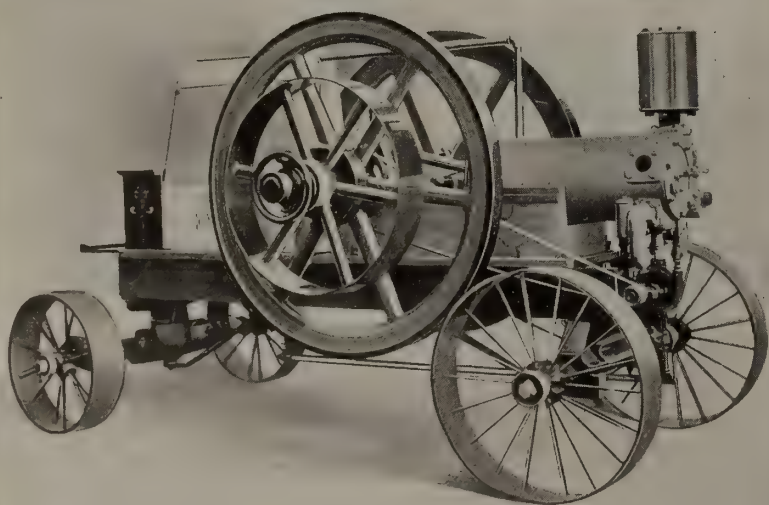
In this connection, a design that allows the free circulation of air through the granary is of prime importance. Some ventilation system which allows air to circulate through the grain helps the latter to keep in the best condition. Warm air rises. This fact is taken advantage of in some modern granaries, perforated pipes lying across the floor and connecting with the outside of the granary. The heat of the sun striking the sides and roof of the granary creates an upward circulation of air through the grain, these air supply pipes allowing cool air to enter at the bottom and circulate through the grain, carrying away any dampness that may exist.

The durability of sheet metal granaries, made of good material, of recognized quality, is wonderful. In Europe there are roofs of sheet steel over 50 years old and still giving excellent service.

A well made granary is, as we said, fire-proof, but beyond this it keeps out rain, snow and vermin. The steel floor makes it impossible for vermin to get in among the grain, while many granaries are made so that they are guaranteed to hold flax.

A roof entirely covered with sheet metal has never been penetrated by a lightning bolt. This, of course, applies doubly to the galvanized steel granary, for it possesses, all over, the ability to spread or radiate the electric "fluid" so that there is a wide conducting surface for the current to reach the earth. This is a most important asset in all types of steel granary.

Mr. Dealer. July and August are the best months for pushing the sale of portable threshing rigs. The "Manitoba" offers more value this year for the dollar than ever before. Join us in promoting the sale of our 12, 14, 17, 25 and 30 H.P. high quality gasoline engines equipped with heavy team truck, friction clutch pulley and Bosch high tension magneto. No batteries required. **ABSOLUTELY GUARANTEED AGAINST DEFECT IN WORKMANSHIP AND MATERIAL FOR LIFE.**



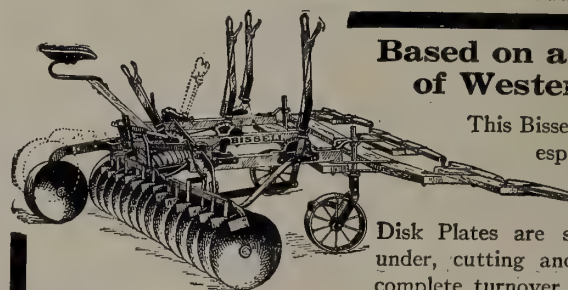
Illustrating our 25 h.p. portable engine spoken of so highly by J. D. McGregor and others. Our 30 h.p. is similar but somewhat simpler.

Our engines excel in **SIMPLICITY, DURABILITY AND RELIABILITY.**

Some especially good bargains on several 25 H.P. re-possessed engines available. Entirely overhauled. Guaranteed the same as new engines. Write us for our special terms and commissions to dealers.

Bring your prospects to the Brandon Fair, July 19th to 23rd. Our full line will be on exhibit. Make our exhibit your headquarters while in Brandon. Leave your parcels at our free check room.

MANITOBA ENGINES, LIMITED
BRANDON, MAN. CALGARY, ALTA.



Based on a Knowledge of Western Conditions

This Bissell Disk Harrow is built especially to meet and cope with Western soil conditions. The

Disk Plates are shaped to reach well under, cutting and giving the soil a complete turnover. This

Bissell Disk Harrow

cuts, cultivates and pulverizes the whole surface and also has the capacity to penetrate hard soil. No centre strip is left uncut and the two plates on the Trailer make a level finish. Farmers claim that this Harrow saves a second outfit; one man and six horses will do the work of two men and eight horses. Sold by all Jno. Deere Plow Company Dealers.

T. E. BISSELL COMPANY, LIMITED, Dept. E, ELORA, ONTARIO

Plan to see and examine this improved Disk at the Brandon, Regina and Saskatoon Fairs. You will find it interesting.

When the low cost and large capacity of these granaries is taken into consideration, they compare very favorably, in fact, are superior to, any type of construction for grain storage. The durability, tightness, fire and lightning resistance and weather-proof qualities of the modern galvanized steel granary are features that are apparent to every farmer who thinks of grain storage. The aggressive dealer in the Canadian West will from now on concentrate his energies on the pushing of this factor in farm equipment, and there are few lines which lend themselves so readily to sales talk and demonstration as do properly constructed galvanized steel granaries.

Now is the time to get the agency for some good make of portable granary. Get out through your territory and line up prospects for its sale. Such a granary set up in a vacant lot near the store, or inside the warehouse for that matter, invariably attracts the attention of the dealer's customers. Its cheapness and durable qualities, its many other excellent features, make the portable steel granary a most saleable line for the dealer who is prepared to push that class of business. Get the grain tank business for your territory, but you can only do so by putting on a proper and systematic campaign for the sale of these useful storage buildings.

A New Gilson Engine

The Gilson Mfg. Co., of Port Washington, Wis., and Guelph, Ont., recently shipped the first samples of its latest type of "Gilson" engine. These engines have been designed and constructed with a view to eliminating every unnecessary part. How well the company have succeeded is proven by the fact that many experts who have analyzed the new "Gilson" in detail have not offered a single adverse criticism. It is, in fact, their opinion that the new "Gilson" engine is one of the best and most simply designed internal combustion engines now upon the market. The new engine will be made in sizes from 4½ to 15 h.p. during the present year, and later, if advisable, it will be constructed in larger horse powers.

Rumely Plants Busy

Finley P. Mount, receiver for the M. Rumely Co., announces that the manufacture of ammunition for foreign governments will not be carried on in Rumely plants, although overtures have been made to that effect. Mr.

Mount is also arranging to take over the Rumely companies in Canada at an early date. The factories at La Porte, Ind., and Battle Creek, Mich., are now running about to full capacity, while recently \$75,000 worth of Rumely tractors were sold to the Russian Government, and large shipments sent south to Texas and the American Southwest.

Lister Combination Threshers

The demand for individual threshing outfits is one that this year has assumed great proportions. There are several causes that go to make the individual threshing outfit an excellent line for the implement dealer. With every prospect of a bounteous harvest, the West is by no means sure of how the usual supply of harvest help is going to be supplied. The war has taken many who formerly filled the ranks of the more peaceful army of harvesters. The farmer is beginning to get tired of the needless scattering of weeds at the threshing season by means of the hired outfit, and of the fact that he was too often at the mercy of the thresherman as regards when he could get his crop threshed out. The great expense of the large threshing outfit has been a subject of much discussion in implement circles. As the small tractor is rapidly replacing the large outfit, so the individual threshing outfit is replacing the hired engine and separator of the past.

One of the most successful types of these combination outfits is that sold by the R. A. Lister Co., of Winnipeg. The separator for this outfit is produced by the well known firm of J. B. Dore & Son, Laprairie, P.Q., a concern who have specialized in separator construction for fifty years. These machines are strongly built, durable and of the best design for perfect results in handling the grain. They are made in four sizes, having a horse power requirement varying from 5 to 12 h.p. Mounted on a strong truck and driven by the widely known "Lister" gasoline engine, they form an individual outfit hard to beat. The Lister engine, once threshing is over, is an excellent power engine for general purpose work around the farm. Its reliability and steady-running qualities, self-oiling system, adaptability to all loads and enclosed high tension magneto ignition make it a thoroughly dependable engine for the farmer to own and the dealer to sell. West Canadian dealers who desire full particulars regarding these combination threshing outfits should write the R. A. Lister Co.

The Spelter Market

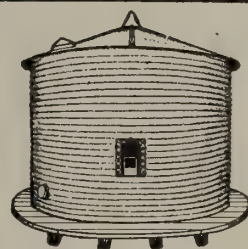
The implement dealer may have observed that for some time the prices of galvanized products, such as roofing, sheeting, windmills and towers, etc., have been tending to rise in price, owing to the great increase in the price of spelter, which is the refined variety of zinc. As a matter of fact, the majority of U.S. manufacturers of galvanized products withdrew all previous quotations recently.

"Spelter" is purely a commercial name for the refined zinc, the ore after smelting being moulded into pigs or slabs. The uses to which this metal is put are many. The greatest demand at present comes mainly from the manufacturers of munitions of war, who use it in the making of cartridges. One authority remarks: "Cartridges are the key to the solution of the high price of spelter."

About this date last year spelter was sold at 5.10 cents per pound, dropping to 5 cents. A week ago New York prices stood at 25 cents. The producers of this class of material state that, previous to the outbreak of the war, the world's supply of spelter was procured from Belgium, Germany, Austria and the United

States. The three first named countries are no longer sources of supply, hence the United States has, in effect, to supply the world with this metal. With the cessation of foreign supply, the foreign demand has been greatly increased, while the domestic users of spelter have increased their requirements steadily. At present every available means for the production of this metal has been utilized. Belgium, Germany and Austria, between them, supply two-thirds of the world's supply. Under normal conditions the United States imported this commodity, which now that country is called upon to export. The question resolves itself into a case of supply and demand which governs market values, with a great scarcity of supply and a consequent rise in value of the commodity.

Latest reports from the Midlands of England state that industries are badly handicapped by the great scarcity and high prices of spelter. On July 31, 1914, the price of spelter was \$105 per ton at port; it is now quoted at \$525 per ton. Black sheet is being put on the market, and few galvanized goods of any sort are being delivered to the general trade.



YOUR CUSTOMERS are facing the question of GRAIN STORAGE NOW

Here is your chance to obtain the agency for a Granary that has been proved by 12 years of satisfactory service.

WRITE TO-DAY

Winnipeg Ceiling & Roofing Co., Ltd.

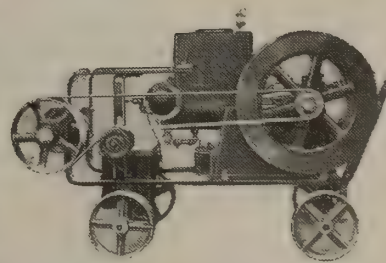
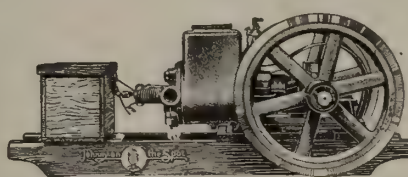
Manufacturers of Sheet Metal Building Goods

P.O. BOX 3006 F.I.

Winnipeg, Man.

Get the Bulk of the Engine Business

with the Gilson "GOES LIKE SIXTY" line of engines. The live line that beats all competition.



Send for our money-making proposition

All sizes. From \$47.50 up.

GILSON MANUFACTURING CO., LTD.

P.O. Box 671

Winnipeg, Man.

The Value of the Potato Crop

The potato has acquired a position next to wheat, for human consumption, in the annual field crops of the world, and enormous quantities are utilized for human consumption and for stock food. The world's crop of potatoes exceeds that of wheat by some two billion bushels. Valuing wheat at one dollar and potatoes at fifty cents per bushel, the world's crop in 1912 may be set down at an approximate worth of \$3,800,000,000 for wheat and \$3,000,000,000 for potatoes. Last year the figures for Canada were, for wheat 161,280,000 bushels, valued at \$194,418,000, and for potatoes 85,672,000 bushels, valued at \$41,598,000.

Last year was a good year for potatoes, as a yield of 180 bushels per acre was harvested over Canada, which is some twenty bushels higher than the average for the past five seasons. Even the yield of 1914 leaves a wide margin before the reasonably full crop is reached, as from 400 to 450 bushels per acre are commonly grown where the recognized conditions for success are applied to the soil, the seed and the growing crop. The improvement in the potato in fruitfulness, quality and freedom from disease has engaged the energies of experts in many parts of Canada.

It is interesting to note that, during 1914, the potato crop in Germany totaled 47,000,000 tons, or two million tons more than the average for the last ten years in

that country. Since a palatable bread can be made from the potato, one can readily realize the importance of that crop to Germany.

The sale of spraying outfits for potato crops should be a part of the annual business of dealers in many districts. This spraying is done to control the beetle pest, and to control late blight. Spraying has to be done thoroughly and all plants, and every part of each plant, must be treated so as to escape the ravages of the beetles. Numerous excellent spraying outfits are now in the market for this purpose, and these the dealer should investigate, if his community has any demand for this class of goods. Sprayers are designed so that a horse may haul them, one popular type spraying four rows at once.

For the potato crop, potato planters and diggers are produced in many varieties, as are riding cultivators for the necessary cultivation while the crop is growing. Hillers are also a very popular tool, being so designed as to carry the dirt gradually up under the vines where the cultivator cannot reach.

In analyzing the different types of potato digger on the market, the elevator digger is by far the most popular. A broad shovel blade raises the potatoes and vines, passing them back into a throat in the machine, up which they ascend over an open or meshed apron that operates on the

principle of the endless chain. This apron allows the dirt to fall through. Some machines are fitted with stone shields which prevent the machine from getting clogged. After the potatoes leave the apron, they pass over a shaking device which vibrates back and forth with great vigor, cleaning away any remaining dirt which the apron might have missed. The fork tines of this shaking device are so arranged as to leave the potatoes in a compact row behind the machine — all ready for the pickers who follow.

In heavy soil some types of digger are preferable to others. As a rule two horses are quite sufficient to do the necessary haulage. Should his district justify, it certainly will pay the dealer to look into the matter of modern potato machinery, for, as a general rule far more of this class of machinery could be used in the West. There is room in most districts for a considerable increase of acreage seeded to potatoes, and in this respect the dealer can do work of educative value in pointing out the value of the crop along with the necessary tools to handle it speedily and economically.

British Imports of Cordage and Binder Twine

Among the British imports likely to be affected by the war are cordage and binder twine. The demand may be worth consideration by Canadian manufacturers. With regard to binder twine, although supplies have hitherto come from Europe, the

United States is by far the largest contributor to the British imports. In the season of 1913-14, cordage and binder or reaper twine to the value of \$837,555 was imported by Great Britain, only a value of \$21,480 being from British possessions. Of the total, the United States product had a value of \$715,795, while Germany came second with twine to the value of \$48,130. From the latter country "unenumerated" cordage to the value of \$572,910 was imported during 1913-14.

"Hades, Incorporated"

The following witty report on a very old and strongly established firm in the realm of Human Nature, is from the pen of A. H. Wickesburg, and appeared in Credit Men's Bulletin: Name of corporation, Hades, Inc. Place of business, Heart of Man Nature of businessSouls

Officers

President Fear
Vice-President Subjection
Secretary Vanity
Treasurer Anger
General Manager Devil P. Evil
Directors: Above plus Jealousy and Envy, relatives of Fear and Anger—blood relations.

Department Heads

Anger, chairman, ill-temper, pique, resentment, rancour, hate, revenge, annoyance and impatience.

Fear, chairman, dread, terror, dismay, despair, timidity, bashfulness, shyness, suspicion, despondency and misgiving.

Vanity, chairman, haughtiness, boastfulness, disdain, sensitiveness, dogmatism and flippancy.

Subjection, chairman, hypnotism, mediumship and dual personality.

Chinese Invent Implements

Time was when any mechanical innovation in China was looked upon as an invention of the devil, but as time has passed the Oriental is realizing the necessity for modern equipment in rice farming. Two Chinamen, one a bachelor of agriculture, recently invented a new rice thresher, which turns out 2,133 lbs. of rice paddy per day, and only costs \$6.40 in Canadian currency. This machine is of wood and iron construction, and is about five feet square. A Chinese iron works has also invented a new husking machine for rice, which sells at \$38.40, a grinding machine, at \$22.40, and a complete irrigation plant capable of irrigating about four acres daily, the cost of the latter being only \$32, and including pumps, hard and soft piping, reservoirs, etc.

Good Profit for Agents Selling SQUARE JUMBO GRANARIES

Fireproof, Vermin and Waterproof—Can't be Blown Down

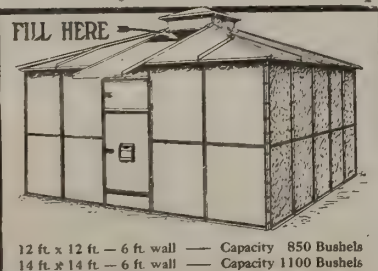
It's what farmers have been looking for
and ours is the only one on the Market.

Built of heavy iron, electrically welded to heavy angle irons which are easily bolted together, insuring strong permanent construction. Shipped knock-down, and can be erected ready for use in a few hours. Filled from any side or angle—only eight feet high to ventilator. Can be partitioned off for different kinds of grain, or put to many other practical uses. Send in the coupon for further information.

Get our Special Catalogue on Metal Siding and Roofing, Culverts and Well Curbing, Tanks and Troughs, Ceilings and Cornices. "If It's Sheet Metal We Make It."

We have been manufacturing sheet metal products in WESTERN Canada for a number of years and have built up a reputation for honest value and square dealing. We want your 1915 business.

If you can sell anything in Sheet Metal write us for prices, etc.



**Winnipeg Steel Granary
& Culvert Company, Ltd.**

Dept. C.F.

WINNIPEG

MAN.



Send this Coupon Now

Mark an X in the square opposite the items you can sell in your district.

Winnipeg Steel Granary & Culvert Co., Ltd.
Dept. C.F., Winnipeg

Gentlemen: Send me particulars and prices on

- ☐ Square and Round Granaries, Tanks and Troughs
- ☐ Portable Buildings
- ☐ Metal Roofing and Siding
- ☐ Culverts and Well Curbing
- ☐ Ornamental Ceilings and Cornices

NAME

ADDRESS

The Rural Telephone

The rural telephone and the implement dealer are fast friends, or should be. On the average rural telephone line we are all aware of the time-honored system of listening for the click that shows that somewhere an ear is listening—that inevitable amusement of the small minded. But beyond all that, the contact which the rural phone has between dealer and customer is of the greatest value. It keeps the dealer in intimate touch with his customer, he finds out what farmers are doing, what individuals are away from home—in fact it is an admirable means of letting the dealer line up his prospects in any specific part of his territory.

Whatever may be said to the contrary, the farmer likes service, although he does not always show his appreciation of that factor as he might. For repair service, no factor can equal the phone. It is inherent in the nature of the agriculturist to put off until too late the getting of necessary repairs for some tool or implement. At last when he is in the thick of a busy season he awakens to the fact that some machine is out of commission owing to the lack of some part which has been broken. Possibly he has a phone and can call up the dealer to enquire whether he has this part in his repair stock. The wise dealer will forestall such a proceeding by using the phone before the rush season comes along. By phone he can call up all the farmers in a particular district, asking each to be sure to let him know if any parts are required through breakage or wear on any of his machines. This calls the matter to the mind of the farmer, and he can advise the dealer then, or later, as to his repair requirements. One Western dealer has a motor cycle which he uses with great effect in his repair service. When a hurry call comes in regarding a small repair part, if it is at all possible he sends a lad on the motor wheel out to the farmer with the repair part—a system of prompt service that invariably pays when that particular farmer is going to invest in some new machinery. Furthermore, the farmer can order his repair parts by phone so that he is saved the necessity of coming into town to place the order, if the part be one which is not commonly carried in stock. By phoning ahead he is assured that the repair will be on hand when he gets an opportunity to visit the town.

There can be no doubt whatsoever that the phone plays a very

large part in repair part service, but beyond that the dealer can save himself a great deal of travel through his territory by calling up his clientele before the harvest season begins, so as to find out from each individual what his requirements are liable to be. In the case of any machine refusing to perform its functions, probably through some lack of knowledge on the part of the customer, then the latter can always telephone the dealer and explain the trouble to him, when a brief explanation and a few suggestions may save a great deal of time and lots of unnecessary trouble. In every case, the dealer should make all possible use of the rural telephone—both to keep him in social contact with his customers and to find out from them what they are liable to require in the machinery and repair line. Service is one of the greatest assets the dealer can have, and in giving service the rural telephone is an invaluable factor.

A Dandelion Exterminator

F. D. Kees, Beatrice, Neb., claims to have invented a dandelion exterminator which he will put upon the market. It is a simple contrivance selling for a modest sum, and clips the dandelion flower preventing it from going to seed and scattering. There is certainly room for such a device in Western Canada, for the "yellow peril" is strong this year.

Steam Tractor Troubles

As many implement dealers may be aware, especially those who handle steam tractors, the worst cause of deterioration in the tractor is due to the adhering of earthy or limy deposits to the tubes and other fire surfaces of the boiler. The rapidity of formation of this deposit depends upon the amount of solid matter held in solution by the water that is mostly used. Where the water contains alkali as is often the case in the West, this deposit trouble may assume dangerous proportions, for we must not forget that steam carries away none of the impurities that were in the water from which it was generated. These deposits remain in the boiler, and every succeeding gallon of water, as it is evaporated, leaves its quota of solid deposit in the tubes, crown sheet and bottom of the boiler in the form of a scale.

This scale is a poor conductor of heat, and requires a useless waste of fuel to generate a given head of steam. Again the coating may be so thick that it will not conduct the heat of the fire to the water fast enough to keep the tubes and flue sheets from being burned or weakened.

The dealer should always point out to steam tractor operators the necessity of keeping the boiler free from incrustation or scale, for these deposits, when they get to a certain stage, place the boiler under a great risk of bursting.

Necessity or Luxury?

On every hand we hear tales innumerable regarding hard times. One man blames the war, another man the tariff, another the lack of money in circulation, and so on! Yet it is a peculiar fact that in the majority of automobile sales agencies one finds that the trouble is not in selling the cars, but in getting deliveries from the factory. The demand, in fact, exceeds the supply. With one popular make of car, the Winnipeg branch of the organization had some time ago practically to cease taking orders because the entire annual output for the factory had been sold out. With another, and still more popular car, by the end of June one thousand cars had been sold, a total exceeding the entire sales of the branch for 1914. In one week recently this branch sold twenty-three cars. Beyond this

demand in the cities, reports show that auto dealers in the country are in the same condition, that their great trouble is not to sell cars but to get a supply to meet the demand.

Such facts assuredly do not back up or bear out the gloom talk we hear on all sides regarding money shortage and business going to the bow-wows. But we cannot under-estimate this fever for fast travel which has hit the general public. The money diverted into the coffers of the automobile concerns is bound to have an effect upon other lines of business. Witness, for instance, the story of an implement dealer who in one day visited three farmers in his district. His purpose was to close up deals for three binders. In every case he had assurance that the sales would be closed, as the farmers had been satisfied with the price and the terms. The dealer was, however, considerably dismayed when, upon talking with his prospective customers, he found that they refused to close up. A little investigation revealed the fact that each of the three had purchased an automobile and intended to hire someone to cut their crop for them.

There is a distinct line between what one may deem a necessity and a luxury. The investment in luxuries is all very good, so long as the necessities are already at hand. But, incidentally, it is too often the investment in just such luxuries that affects business.



Weather Proof Vermin Proof

Here is absolute protection for your grain—so strongly built that it can't bulge—and yet easily set up and taken down. The Johnston Granary has a big outside door with inside sliding sections to hold the grain at any height. As a granary or as ordinary storage, it is a firm, water, wind and weather proof building.

Johnston's Granary

Ready to Erect

All framework needed is sent from our factories cut to fit and ready to nail together. The galvanized sheets lock together. They are further strengthened with wide iron hoops drawn tight with tension bolts, a large 14-inch metal ventilator is supplied—a top man hole for loading and an iron fireproof door.

Tight at Every Point

Rain or snow cannot drive in at any joint in the whole structure. The Johnston Granary gives sure protection from the elements because every seam in roof and walls is locked tight. There is no opening for vermin to get in. No exposed part for fire to catch. Coupon will bring full information.

DINNEN GRAIN UNLOADER

A portable elevator that can be used anywhere on the farm. May be fitted to the Johnston Granary. Mail the coupon for literature and prices.



The Metal Shingle & Siding Co., Limited,
Winnipeg, Man.

The Metal Shingle & Siding Co., Limited,
Winnipeg.

Agents Wanted
Implement Dealers,
write now for our proposition. It means money.

Comments on the Commission Proposals

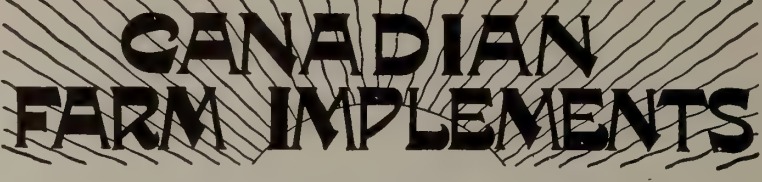
In place of the fever of land speculation, Western Canada has developed a new disease. This latest germ is yclept Royal Commissionococcus! We have these germs in political circles, where they develop to an alarming degree; we have a new variety promised to tackle the agricultural problems of the Canadian West, and we have just seen the conclusion of an ante-mortem vivisection of the farm machinery and implement business in the province of Saskatchewan. Those who live long enough will, we doubt not, see a Royal Commission appointed to investigate the domestic welfare of the bog-weevil!

We have little to say as regards the findings of the Saskatchewan Farm Machinery Commission. In any case argument or criticism would, it seems, be equally futile. Popular opinion, that is the welded together convictions of the farmers of Saskatchewan, had voiced the report almost before the Commission had started on its tour of enquiry. The implement man was judged, hanged, drawn and quartered. He always was, always will be, a soul-less malefactor—a parasite, a man who must, of necessity, be blotted from the face of the economic landscape in Western Canada.

No, we have no fault to find with the results of the enquiry, but we cannot forget that at least one of the units of the Commission is an apostle of co-operation and the elimination of the pernicious middle-man. Behind the Commission stood a Legislature largely composed of farmers, at least of men who have farmed and who have farm interests. This may in no wise bias the mental perspective of a man, but too often those connected with agriculture look upon the farm machinery business with anything but the cold, analytic eye of sound reason or logical analysis.

What happened in Alberta has happened in Saskatchewan. There still remains Manitoba! the fate of the farm machinery business in this province rests upon the knees of the gods.

No objection can be taken to the suggestion that a statutory contract be adopted; but why not let both sides of the deal have an opportunity to forward their views as to the clauses to be inserted in that contract? Could one, with absolute certainty as to a fair finding, ask Von Tirpitz,



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
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RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

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the German High Fleet Admiral, to give unbiased reasons as to why submarines should not sink fishing smacks, or torpedo cargoes of innocent women and children? The cases are parallel. Should not the implement interests have a word to say as regards the stipulations and terms embodied in this statutory contract?

"Reasonable Fitness"

As regards warranties: Competition in the farm machinery business, as in every other line, is far too keen for a man to blandly state that a large tractor or engine gang plow will do everything short of climbing to the summit of Mount Robson. The machines made and marketed at the present day are "reasonably fit" to do all that is represented for them under the heading of capacity. No self-respecting machine concern can afford to risk its reputation by putting upon the market a machine which it cannot guarantee. In fact, in technical tests the machine is invariably proven. The Motor Contests at Winnipeg proved this as regards heavy machinery—and with ordinary stock machines, as sold in the open market.

The machines are "reasonably fit"—the men who purchased them are, in many cases, quite the reverse. When a child gets an expensive toy, breaks it and then

yells because it is no longer any use, we smile. Again the cases are parallel. A farmer—usually without any great persuasion on the part of the vendor—buys a large outfit. He is very rarely an expert engineer, and will not study to that end. He soon realizes that any steam or heavy internal combustion engine has an overhead expense as regards fuel bills, lubricants, etc. He rips the jaws from some clutches, strips some gears, or does something else completely divergent from the usual mechanical ethics asked by any self respecting machine. The latter—being matter—is destructible and breaks! The farmer yells! The machine will not do what it was represented to do. That's all there is about it. Yet the same man would not try to crush rock with a manure spreader!

Protecting the Purchaser

It is stated that: "Companies sold power machinery to farmers (often homesteaders) who were not possessed of the experience or business ability necessary to make a success of its operation." Yet if the city dweller purchases an automobile, receives a little tuition, goes out alone, pushes the wrong lever and runs into a brick wall, the auto salesman is not responsible for his foolishness! The law does not protect the pur-

chaser from himself. Every man who has had any dealings whatsoever with the agriculturist knows his weakness for buying anything so long as he can get it on time. The average business man has to pay cash for what he buys. He realizes the value of the goods, and, as an ordinary sane individual, would not appeal to the law to protect him against purchasing what he did not need or had little use for. The law would only enquire into his sanity!

If the farmer cannot purchase sanely then he is not a fit or capable individual to carry on the business of farming. If, as a class, he requires protection from his own inordinate capacity for over-buying, then the law should through the retailer, restrict his buying powers. It is not wise to sell whisky to an Indian. We protect him from himself. Consequently the same must apply to the man who cannot purchase machinery with ordinary wisdom. We must make it law that he pay cash for what he gets—so as to protect him from himself. What then will be the result for the homesteader with little or no capital?

A Point Not Produced

The money written off the books of implement concerns as debts unpaid, the millions lying out in Western Canada to-day, payable for machinery purchased, the fact that implement and machine concerns have done more than any other economic factor to turn this western prairie of ours into an unequalled area of agricultural territory, surely this is not entirely the work of a class of men who are only out to protect themselves and to soak the in-offensive farmer!

To get no security on land until six months have elapsed after sale of implement means that the implement can be used, or broken beyond repair, then returned as not being up to the capacity represented by the vendor. A binder with care will give good service for many years. With some men it will be a total wreck within fourteen days.

It is both right and proper that the purchaser should have a square deal, but the vendor also merits protection. We honestly believe that the wife should have her say in any mortgaging of property. Often she is the better business man in the partnership. Had farmers bought more for their wives in the past, and less for purely farming operations, the lot of our farm women would be more enviable than is the case.

The result of all this matter is not hard to visualize. Companies must restrict credit in the most drastic manner. Some will possibly withdraw from territories where such one-sided legislation is in vogue. The farmer will be allowed and aided to develop his pet scheme of the co-operative purchase of implements and machinery. Finally the day will come when, fully protected and fostered as the great economic backbone of the West, the farmer will realize that the co-operative repair service is more faulty than the old retail service, that there is no expert on the horizon, that goods bought by mail at low prices are very far from being as represented in regard to capacity; in effect that the new co-operative idea is a chimera as compared to which the home town retail service was a godsend.

Supplying the Wagon Order

For years the cost of production in the wagon business has been on the up-grade. Labor and material have advanced in price, while to further add to the unenviable conditions in wagon making, the increase in the number of styles and sizes has gone from bad to worse. All this adds to the cost of production.

Henry Ford proved that the system of standardization as applied to the automobile solved the problem of low productive cost. As he said: "It's the one model—that's the secret of the whole doggone thing."

While one model will not meet the requirements of the wagon users of the American continent, we do not need the scores of types and sizes to be found on the market to-day. While in Western Canada our wagon orders are restricted to a comparatively small variety of styles and sizes we could still further simplify the wagon order by means of the new system suggested by the National Implement and Vehicle Association, a draft of which appears elsewhere in this issue. The suggestions made are the outcome of a year's investigations on the part of the Farm Wagon Department of that body. Some manufacturers have already adopted the suggestions, and many will doubtless do so in the near future. While no firm can be expected to eliminate from their wagon any features of selling excellence, there is in practically every wagon concern a desire to reduce the number of sizes produced. When the number of sizes and styles of wagons pro-

duced become fewer the user will still have the choice of a combination which should suit any reasonable demand. Economy will be effected in the cost of construction, and in the cost of distribution. In the end the cost to the consumer will be lower and the dealer in wagons will be able to supply his customers with the wagon they need from a stock infinitely less chaotic than heretofore. We bespeak the co-operation of the retailers of Western Canada in this movement to reduce the number of types of wagon produced, yet giving the customer the maximum of value and utility—and at a more reasonable cost.

A Good Investment

The best possible investment an implement firm could make would be to subscribe for a trade paper for every one of the clerks and office force, and have it sent to their home addresses. We feel sure that 90 per cent of them would not want to be without their journals, and after the first yearly subscription expired it would require no effort on the boss's part to cause renewals. Not only would the individual get a wider perspective regarding the business, but the firm would benefit by the added knowledge to the employee.

The Farm Water Supply

Water supply has come to be a prime issue everywhere. It is a much more important matter in the country than the public has supposed. First, the death rate is actually higher in some rural districts than in many of the largest cities. Second, some of the worst of preventable diseases, notably typhoid, are more common in the country than in the city. Third, infected water supply is one of the most frequent sources of such diseases.

For a guess, let us say that ninety-eight per cent of our farms draw their water from wells. Originally these farm wells were made as near to the house and other farm buildings as possible in order to save the labor of carrying water. But such location—often in the barnyard—offers every opportunity for contamination. It is cheaper to pipe water than to carry it anyway; from which argument we readily conclude that the farm well is better placed at a distance from the farm buildings, preferably on higher land.

A good windmill is the most widely serviceable power for raising and distributing well water, but on many farms the gasoline

engine is chosen for greater reliability. In either case some water storage is desirable, so water can easily be distributed to all parts of all buildings.

If people cannot live in the country and keep well there is some real reason for migrating to the city. To help keep them in his district, and in the best physical condition, is at least a part of the implement dealer's duty. By consistently pushing pure water supply, modern pumps and home installation, windmills and pumping engines, the dealer can do much to improve water supply conditions in his territory.

The Development of Service

If a dealer would devote the time which he wastes in worrying about his prices, to figuring out improved service to his customers, in improving the quality of his goods, and in devising comforts and conveniences for his store, wouldn't it pay him better in the end?

Who are the most successful dealers of your acquaintance? Are they not the ones who devote their attention to the keeping of well-ordered and well-assorted stocks, and the management of their store so as to give the most satisfactory results to their customers?

Isn't the man who makes the big success of his business very often the one who does not worry about what prices his competitor is charging, provided he knows that his own prices are based on sound principles, and are necessary to return him a reasonable margin?

Who Pays for Advertising?

Let's not generalize, but come right home. There are two main factors in placing an article in the hands of the consumer or user. First the manufacturing; second the marketing. Will any informed person claim that modern factory tools and equipment add to the cost of the finished article?

To ask the question is to answer it and to smile at the absurdity of raising it at all.

Advertising is to the sales department of the modern manufacturer what apparatus is to the manufacturing department. It multiplies the selling power of the salesman as the machine multiplies the producing power of the workman.

Advertising does cost money. So does machinery.

But in both cases the output is so increased that the cost per unit is correspondingly reduced.

Personal

Brown & Flanagan have opened a new garage in Regina.

J. H. Wilson has opened a new hardware store and garage at Wawota.

Robson & White is a new automobile concern now doing business in Moose Jaw.

George Govier, has discontinued the retail implement business which he formerly carried on at Elfros.

W. McKenzie has discontinued the harness business at Medicine Hat which he has carried on for some time.

A new concern recently organized at Saskatoon is known as the Canada Metal Weather Strip and Specialty Co.

A. G. Elliott has enlarged the business side of Piapot by opening a new retail implement store in that center.

Bescoby & Edmonson are the names of a couple of automobile men who have commenced a new garage at Stonewall.

F. S. Millard has taken over the hardware and implement concern at Elphinstone formerly carried on by L. G. P. Lauder.

A. K. Buhler is a new dealer to commence operations at Waldheim. We wish him every success in his new location.

The Brantford Cordage Co., of Brantford, Ont., is erecting considerable additions to its twine and raw material warehouses.

R. W. Collier has discontinued the implement business at Churchbridge with which he has been identified for some considerable time.

J. C. McLaren has sold out his implement business at Grandview to a dealer named D. R. Cameron. We wish Mr. Cameron success in his new location.

The tire vulcanizing firm of Gillum & Sanders, Weyburn, has been broken up, the partners dissolving. In the future E. Sanders will carry on the business alone.

Under a Dominion charter, a new company has been incorporated at Forget, its name being the Forget Implement Co. The new concern is capitalized at \$10,000.

The hardware and implement concern at Glenavon, known as the A. W. Evans Co., has closed down its branch warehouses at the towns of Lovat, Kendal and Candiac.

Humphries Bros., a machinist and implement concern at Maryfield, have dissolved partnership. In the future A. C. Humphries will have sole control of the concern.

The Massey-Harris Co., Toronto, are contemplating the erection of a new warehouse in Fort William, Ont. This addition to the facilities of the company will be built on Marks and Arthur Streets in that lake-head city.

Among those appointed on a committee to promote closer trade relations between the United States and South American countries, appears the name of Cyrus H. McCormick, of the International Harvester Company, Chicago.

The Moline Plow Co., Moline, Ill., will establish an independent branch house at Des Moines, Ia. This will be known as the Iowa Moline Plow Co. J. D. Watson will be manager in charge. The new house will begin operations on August 1.

G. M. Walker has been appointed advertising manager of the Holt Manufacturing Co., Stockton, Cal., succeeding L. W. Ellis who has resigned. Mr. Walker was formerly in the advertising department of the M. Rumely Co.

To handle the line of the United Engine Company, Lansing, Mich., there has been formed the United Engine Company of Canada, at Toronto. A. F. MacLaren is president, R. B. Gardner, secretary and treasurer, and A. M. Brodie, vice-president and manager.

At the annual meeting of the Fairbanks-Morse Co., C. H. Morse, Sr., retired from the office of president which he has held for twenty-four years. He will be succeeded by his son, C. H. Morse, Jr., who has for a number of years been president of the Fairbanks-Morse Mfg. Co., Beloit, Wis.

On June 19 a disastrous accident took place in the Dauphin Machine Works, located in the town of that name. A gas tank in connection with the oxy-acetylene welding plant burst, completely wrecking the plant and shattering a leg of the proprietor, J. Fuller. Three other men were blown completely out of the building. It is stated that the tank was of home-made design and exploded with the results stated.

Alex. Legge, general manager of the International Harvester Company is at present in Europe and was last heard from by the company as being at Odessa, Russia. Mr. Legge looked over crop and machinery conditions in Norway and Sweden, crossing the Baltic to Russia, where he

visited Petrograd and Moscow. He will be in Russia for some time and may visit France and England before he returns to Chicago.

L. A. Ruhl, for many years manager of the Des Moines branch of the Emerson-Brantingham Implement Co., has resigned his position and will engage in the retail implement trade at Des Moines, Ia., where he will handle the E-B line exclusively. He will be succeeded as manager at Des Moines by G. W. Andrews, formerly assistant manager of the Kansas City and St. Louis branch of the Moline Plow Co.

The largest industrial merger of recent years in Western Canada has recently been consummated, with the merging of the Western Foundry & Metal Co. and the Canadian Equipment & Supply Co., of Medicine Hat, Alberta, into the Canadian Western Foundry & Supply Co. (Ltd.), capitalized at \$1,000,000, with head offices in Calgary. The amalgamated concerns will handle and produce all sorts of construction supplies.

We regret to report the death of Samuel V. Kennedy, of the International Harvester Co., who died at Rochester, Minn. on June 2. Mr. Kennedy was formerly manager of the Eastern plants of the harvester corporation, but recently has been connected with the manufacturing end of the business in an advisory capacity. An inventor of note, the late Mr. Kennedy was a most valuable man on the staff of manufacturing experts. He was formerly superintendent of the plant of the D. M. Osborne Co., at Auburn, N. Y., now owned by the harvester company.

Announcement is made of the approaching retirement of J. M. Studebaker, the last of the five famous brothers who founded and built up the great vehicle industry at South Bend, Ind., now known as the Studebaker Corporation. Mr. Studebaker has been serving as chairman of the board of directors since the formation of the corporation as successor of the Studebaker Bros. Manufacturing Company. He will relinquish this position and retire from active connection with the management, but continues as a large stockholder in the enterprise. Mr. Studebaker is now in his eighty-third year.

A. E. Donovan the popular manager of the Cushman Motor Works of Canada, Winnipeg, recently spent a couple of days in

the Twin Cities. While there he met the president of the Cushman Motor Works of Lincoln, Nebraska, Mr. E. B. Sawyer. While in the south Mr. Donovan visited several of the factories from which his company secure their goods, and he reports supplies as being assured for the coming season. Despite the unprecedented increase in the cost of some of the raw materials used in the manufacture of the lines of the Cushman organization, we are assured that there will be no increase in the price of the goods handled by the company.

O. F. Berkey, who has been connected with the Moline Plow Co. for some twelve years, has resigned his position in the trade department of that organization, his resignation to take effect upon July 15. Mr. Berkey was exceptionally well known throughout the Canadian West, as he was manager of the Winnipeg branch, known as the Canadian Moline Plow Company up to the time when that concern withdrew from Canadian territory. After leaving Winnipeg, he took charge of the Omaha branch house of the company, subsequently being called into the headquarters at Moline where he was identified with the trade department of the organization. Mr. Berkey severs his connection with the plow concern with the most cordial feelings on both sides. He has not yet announced any definite plans for the future.

A New System of Killing Gophers

The popular manager of the Currie Mfg. Co., Lauder, Man., Mr. W. J. Currie, has perfected an invention which seems, from every standpoint, to be the most efficient device yet invented for the extermination of the ubiquitous gopher. We cannot say whether the efforts of Germany with asphyxiating gas had brought the idea to Mr. Currie or not, but he has used this principle in developing the Currie Gopher Killer. Briefly stated, the "Killer" is a small cartridge which is to be dropped, after the fuse is lighted, into the gopher burrow. As soon as the fuse has burned down to the powder the latter ignites and emits a dense, poisonous gas, which is forced into every part of the burrow, and immediately kills all gophers that are inside, including the young brood in the nest. The cartridges are small, cheap, and non-explosive, and a number can be carried in the pocket when going out into the fields, for use as occasion offers.

We have received samples of the cartridges recently, and they are certainly models of compactness and efficiency in doing the work for which they are intended. The remedies tried in the past for ridding the country of gophers have been many. Poison, poisoned grain, traps and shooting have been tried, also machines for smoke production. Poison has led to an alarming number of accidents, and many a child has lost its life through this cause. Strychnine compounds have always a great element of risk when left around any house, as it is a chemical too much like other less harmful commodities. Poisoned grain is sometimes eaten by horses or by poultry. Traps and shooting are tedious and expensive, and smoking outfits too cumbersome.

In using the Currie Gopher Killer the cartridge is simply ignited by the fuse, inserted and the mouth of the burrow closed with sod or loose earth. In less than five minutes every gopher in the burrow has departed this life for the happy hunting grounds of gopherdom.

The Currie Mfg. Co. are at present busy with the production of their well-known Improved Webber Angle Sieve Grain Cleaners and Separators, also their grain picklers, feed grinders, water tanks and gasoline engines. They look forward to a busy fall business.

Oratorical "Sundaes"

"Puck," that journal of merry jest, points out that in observing the success of the Rev. Billy Sunday in his methods of conversion, some such changes should be made in the various formulas used in church activities. "Puck" suggests:

Pastor (christening infant)—"What do you want to call this hunk of excess baggage, Bo?"

Presiding Parson—"What miserable mutt giveth this skirt to be married to this gink?"

The Bride's Father—"I'm the guy."

Industrious Usher—"Slide, you icecards! Slide!"

Passing the Plate—"Come across with the iron men, you low-lived tightwads!"

Sunday School Superintendent—"All of you little flivvers that want to swat Satan, stand on one leg."

Be in business for yourself. Don't plaster the place all over with signs other than your own.

Alberta

E. A. Mott, Western general manager of the Cockshutt Plow Co., at Winnipeg, spent a day in Calgary recently on business.

J. S. Atkinson, manager of the J. I. Case T. M. Co., Alberta Branch, was a business visitor to Edmonton and other northern points recently.

C. G. Wuthrich, manager of John Deere Plow Co., of Calgary, is another of the Calgary implement men to have recently visited their agencies throughout B.C.

J. A. Hall, of Cockshutt Plow Co., has returned from his semi-annual trip through B.C., having visited all their representatives, including those at Victoria and on Vancouver Island. He was away three weeks.

J. A. Sanderson, manager of the Adams Wagon Co. factory at Brantford, Ont. spent a few days in Alberta during the first week in June. While here he visited Calgary, Lethbridge and Edmonton.

T. R. Scott, Western manager for the Goold, Shapley & Muir Co., spent several days with the Winnipeg branch during the latter part of June. We are pleased to know that Mr. Scott is almost fully recovered from his recent serious illness.

J. A. Tanner, manager of the I.H.Co's Calgary branch is another of the Calgary managers who has visited a good portion of his territory during the last few weeks. He also reports a big increase in sales, both in volume and cash sales, as compared with the same period last year.

A. W. Trickey, manager of the South Alberta Branch Massey Harris Co., has visited most of his local agencies during the past couple of months. He reports a good increase in sales this spring including an excellent clean up of stock, together with a good increase in the volume of cash sales.

Herbert Baker, manager of the Edmonton Branch of the Massey-Harris Co. spent a couple of days in Calgary recently swapping yarns with the South Alberta Branch. He reports business conditions in Northern Alberta as being the best in years—both in volume and in cash sales.

A. W. Trickey, manager of the Calgary branch of the Massey-Harris Co., is spending three weeks in Ontario on a combined business and pleasure trip. He will return early in July. Before going east, Mr. Trickey covered a considerable portion of his territory by automobile and found

general crop conditions very satisfactory.

Our old friend, W. E. Hall, Calgary, well known to Implement circles in Alberta, has forsaken the machinery business and is studying law with the Calgary legal concern of Short, Ross, Selwood, Shaw and Mayhood. Mr. Hall will subsequently take the L.L.B. degree for which his present course of study is preparatory. He now has charge of the collection department of the above firm.

We are very pleased to be able to report that our old friend, T. R. Scott, Western manager of the Goold, Shapley and Muir Co., who has been so seriously ill for the last three months, has about fully recovered and is again able to spend a good part of his time at his office. Considering the seriousness of his illness Mr. Scott is very fortunate to be getting around again so quickly.

The famous Calgary Fair is being held this year as usual, during the week June 28 to July 3rd. Naturally a considerable number of the features usually in evidence are being eliminated and in their stead will be seen a number of very interesting and important military features, supplied by the Calgary military camp, where there are at present

some 6,000 men under canvas. Our next issue will contain a summary of the interesting features of this year's Fair at Calgary.

The regular meeting of the Alberta Wholesale Implement and Carriage Dealers' Association was held on Saturday, June 5th at the Commercial Club, where the members had their usual luncheon before proceeding with the business of the Association. This is the first meeting held for some three months owing to so many of the members being out of the city on the regular days of meeting, together with the fact that Mr. T. R. Scott, the president, has been so seriously ill and unable to attend.

The Buckeye Machine Company, Calgary, formerly known as the Pioneer Tractor Plant, in East Calgary, have secured an order for some 20,000 shells for the Allies. They will have all details of the factory completed to commence operations about June 20, and with their present equipment will be able to turn out about 200 shells per day. Another war order secured by Calgary is that secured by the P. Burns Co. for the supplying of meat, etc., amounting to some \$2,000,000, consisting of live stock and cured meats of all kinds.

General crop conditions still continue to be unusually good throughout Alberta, and particularly in central and southern Alberta the crops are progressing splendidly, being at least ten days earlier than usual, while sufficient moisture now in the ground to guarantee a good crop. There is a splendid crop of hay, too, and with conditions continuing until harvest as favorable as they have been to date, this will prove the banner year for Alberta, especially from the farmers' standpoint — which naturally means the standpoint of all.

Knowing your Goods

Real salesmanship requires that you know all you can about your goods, all you can learn about your competitor's goods, that you tell only the truth about your own and that you tell no untruths about your competitor's lines. If your competing lines are all good, then you have a chance to raise the standard of your own goods by simply raising them above the admitted high plane of the others you are not selling.

It's all right to have a going concern but be sure that it isn't going to smash.

BUY Our Made In Western Canada Goods

Not only Because they are Made in Western Canada,
Not only Because they are Our Goods,

BUT—

Because They have Quality,

Because They have Superior Finish,

Because They Net YOU More Profit.

**We Make: Whiffletrees, Doubletrees, Eveners, Hitches,
Tongues, Reaches, etc.**

**We Make: Duplicate Pitman Rods, Reel Arms, Reel Fans, Canvas
Slats, etc. To fit all makes of Machines.**

BUY QUALITY GOODS

THE
BEST
PLACE

D. Ackland & Son, Limited.
TRADE MARK
Calgary
Edmonton
65-68 Higgins Ave.
Winnipeg

THE
BEST
GOODS

Dissecting the Co-operation Bug

By A Retail Merchant

Editorial Note: On April 15, the managing editor of "Canadian Finance" gave a very able address to the Canadian Credit Men's Association, at Winnipeg. While the subject of his address was regarding the business outlook of the Mid-West, the speaker dealt at some length with the benefits of co-operative effort—especially of co-operative purchasing—to the Canadian West. He endorsed the views of a writer in "Canadian Finance" who had at considerable length outlined the advance of co-operative buying in Western Canada, and who stated that, in the end, the movement would either absorb the small retail merchant—or crush him out of existence! In the April number

of Canadian Farm Implements a writer analyzed this article at some length. We now have pleasure in giving our readers the views of a Western retail merchant of exceptional ability and who has built a large business—and an enviable reputation—during his many years of residence in Western Canada. This writer is possessed of exceptional qualifications for taking up the standpoint of retailer versus co-operative organization, and we feel sure that his remarks thereon will be enjoyed by every retail merchant who has given the subject the close attention it deserves.

In the spring time a man's mind lightly turns—or rather turns lightly. This may explain the April 15th views of Mr. S. R. Tarr, of "Canadian Finance," on the future of co-operative business in the Canadian West.

He theorized on the subject with all the certainty of inexperience. Were it not that his standing as an expert financial journalist might lead the credit men, whom he addressed on the above date, to box their credit compasses by his views, we could smilingly add his contribution to the thousands of pamphlets issued by others equally well informed. We would, in effect, feel that another very pretty eider-down had been added to the smothering load of approval heaped on the ideal co-operation.

But we must analyze the beautiful roundness of periods, poke into the smooth flow of cleverly denaturalised presentation in case that finance-awed credit should be misled by hypnotic glitter or suggestive generality!

Long, Long Ago

True the Manitoba statutes contain acts destined to encourage co-operative business of nearly all sorts. These acts were the outcome of an agitation that took place over twenty years ago. They were instituted by knights of industry who wished to have capital furnished them by the public—which they intended to exploit. This co-operative campaign secured support from the usual number of well-intentioned novelty-seekers. They readily embraced a new chance to approve, to applaud—and to see themselves in print!

Public opinion thus created was crystallized into legislation; co-operative ventures opened, stagnated—and liquidated! Then hard times passed away, and the easy-money hunters sought new grounds, cheerfully leaving a sorry train of co-operative wrecks behind them. In time, however, the dearly bought experience was forgotten.

Renaissance

Times have again become bad. Hungry knights are again numerous upon the horizon. Sociological flirts are again bowing approval to windy patter, and a new generation of gullible individuals are ripe and ready to purchase experience—at so much per capita. Verily, brother merchants, the revival of the green goods vendor and lightning rod agent is in sight.

The real student of economics should call attention to the renaissance of the co-operative idea, to warn against it, not to encourage it. The fact that it has been a signal failure wherever organized should merit far-reaching scepticism at least.

To gather capital from the people who are to furnish the purchasing power—and the profit—to rake in a sturdy commission

and a fat salary, to take no chance of loss or share of the risk is the basic idea of the promoter of co-operative trading.

The visionary who subscribes for stock helps to lull himself into sure loss. No mention is made to him of the cost of doing business, of the service expense, of the overhead expense, nor of the incidental shrinkage and leakage, and more than of the unavoidable depreciation and impossible to prevent errors of judgment. The farmer subscriber fondly imagines that business is without complexities of any kind, that all is plain sailing towards reduced cost of living because he is told that he will receive rebates and profits. Naturally no whisper of loss by dishonesty nor the cost of bonding is whispered. No! the retail merchant is shown as a leech, a parasite, a short-weighter—an unnecessary affliction!

Errors in Analogy

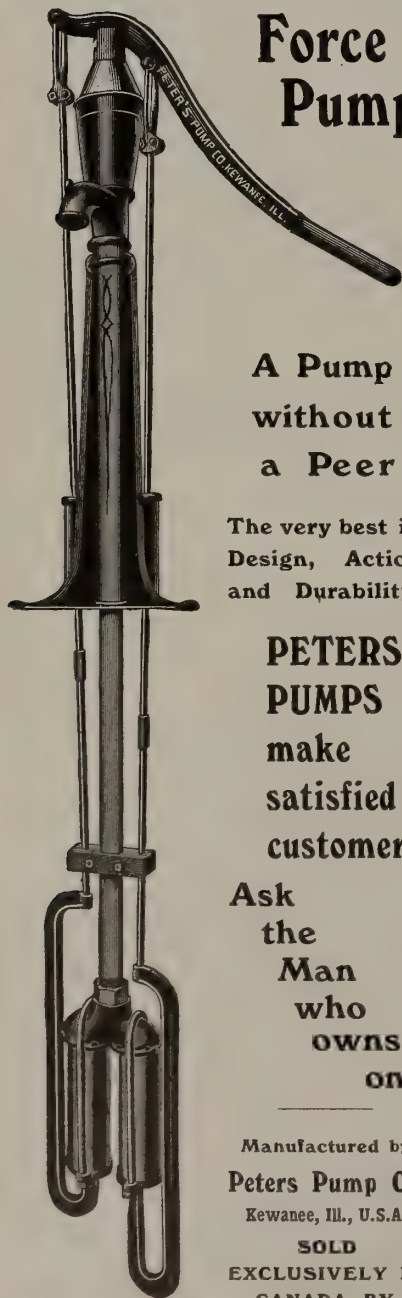
Mr. Tarr quoted the success of co-operative stores in Great Britain. He is evidently vague as to this type of co-operative store—usually run in the co-operative circles of large British cities. The farmer there has nothing to do with these. They are run by large combined organizations on a co-operative system—usually as chain stores. The artisan subscriber, who does not invest very much in them, simply gets a slight rebate on purchases and a small percentage on his investment. For a start the profits were divided among members in proportion to their purchases, but later as the movement advanced the power of the individual became minute. Mills and factories supplying the goods became a power in such organizations; in effect the various societies became more or less financially dependent upon their sources of supply. With few exceptions these co-operative stores supply the needs of the artisan class of the large cities—not of small towns and villages such as we have in Western Canada. Furthermore, the apostle of co-operation in Western Canada would do well to enquire into the embezzlement and abscondency that has marked the progress of many co-operative stores in the United Kingdom.

Reasoning Mis-applied

Mr. Tarr based his arguments on the favor of co-operative trading on "the economic betterment of the consumer's position" which would accrue therefrom. He took all the reasons that apply to co-

Peters Double Cylinder

Force Pump



A Pump without a Peer

The very best in Design, Action and Durability.

PETERS PUMPS make satisfied customers

Ask the Man who owns one

Manufactured by Peters Pump Co. Kewanee, Ill., U.S.A.

SOLD EXCLUSIVELY IN CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary
Write nearest Branch House for Particulars



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



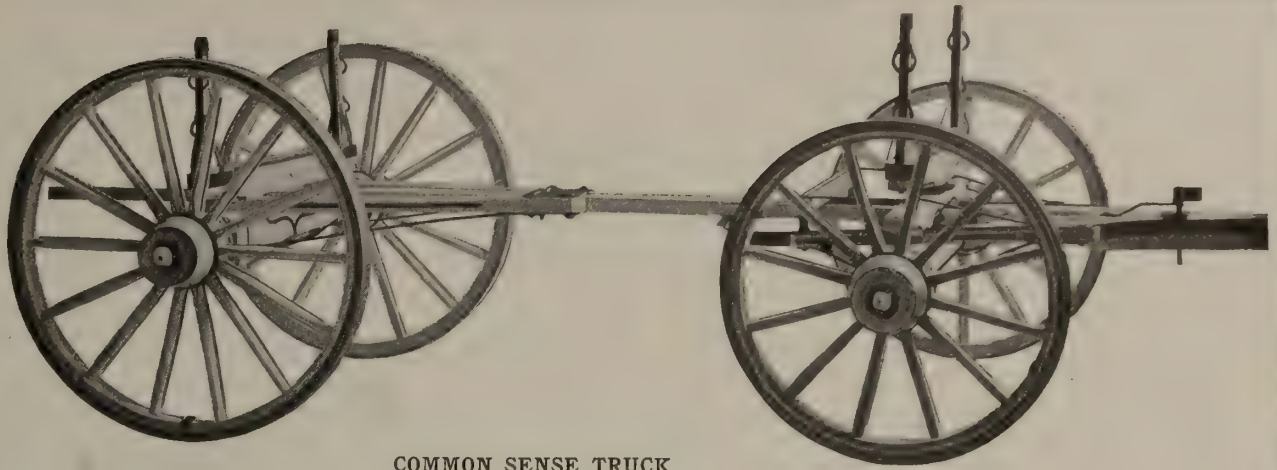
(Continued on page 18)

Farm Trucks

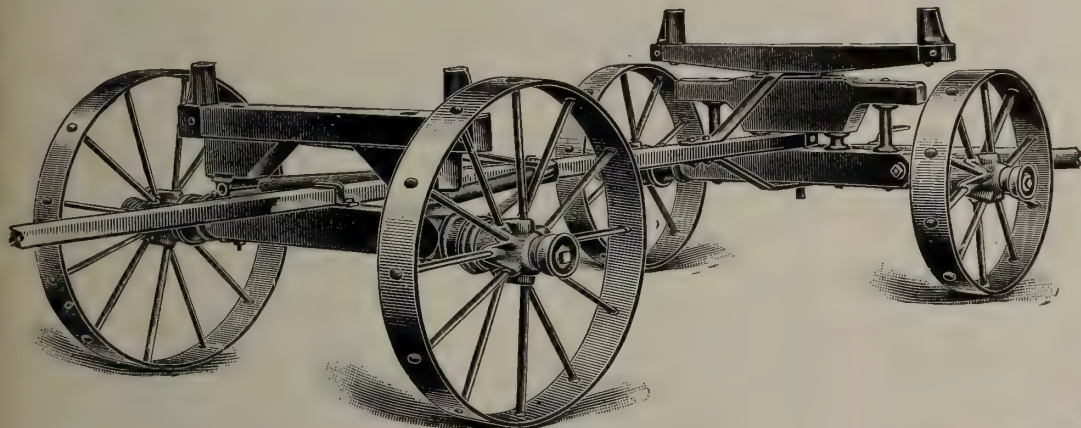
For all Your Customers

WOOD OR METAL WHEEL

Whatever style of Farm Truck your customers prefer we can supply. Our line of farm Trucks is the most complete in Western Canada. Various styles and prices with either Wood or Metal Wheels.



COMMON SENSE TRUCK.



No. 15 HARVEST KING METAL WHEEL TRUCK.
NOW FURNISHED WITH GROOVED TIRES.

A HIGH GRADE WOOD WHEEL TRUCK

The Common Sense Truck, is a high grade truck, exceptionally well built, nicely finished and painted. It ranks far above the ordinary of cheap wood wheel trucks. Wheels have been bent, riveted and clipped rims. Bolster and reach plates are heavy and strong. Gears are equipped with regular farm wagon hounds.

NO. 15 HARVEST KING

This truck is made with a turn under gear, so that it is possible to turn short around. The front wheel turns under the rack or bed. Oak bolsters built up on heavy axles give plenty clearance for the front wheel to turn under. Wheels are 28 by 34 inches with 5 inch grooved tire. A convenient labor saver to use during harvest time. Capacity 4,000 lbs.

We have many other Metal Wheel Trucks, various styles and prices.

THE BEST WAGON

MADE IN CANADA



PORT ARTHUR WAGON

The dealer who sells Port Arthur Wagons receives a double benefit.

(1st) The profit in the sales of each wagon.

(2nd) The goodwill of your customers which means more business.

Port Arthur Wagons give the users a longer service and better satisfaction than the ordinary farm wagon. Satisfied customers mean more business.

Get behind the Port Arthur Wagon for 1915.

Port Arthur Wagons are made specially for Western Canadian farmers and recognized as the Standard Canadian farm wagon, consequently deserve your careful consideration as a dealer in Farm equipment.

Good Wood Stock, properly seasoned is the foundation of a wagon. The Port Arthur Wagons are made of the first class material throughout by skilled workmen.

Gears are accurately and carefully made, axles and bolsters are firmly clipped; there are no bolt holes in either axle or bolster.

Front gear is equipped with square oak hounds, well braced and reinforced. Axles are made from select hickory supported by truss rods.

Tongue is made of select white oak and trussed with steel rods imbedded on both sides. Twice as strong as the ordinary tongue.

Reach is made of select white oak, lined the entire length with channel iron on both sides. Tongue and reach are indestructible with ordinary wear.

A Grooved sand-proof skein prevents dirt and sand from working into the boxing, consequently the boxings wear much longer than on the ordinary wagon and the draft is lighter.

The Port Arthur is a wagon far superior to the ordinary farm wagon, built for work and long service and finished in an attractive manner.

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton

(Continued from page 16.)

operative selling and applied them to co-operative buying. This shows how grossly he erred. The reasons that make co-operative selling necessary make co-operative buying unnecessary. It is mainly because no one has come forward to take over the selling end of his business that the producer has had to form co-operative selling plans; to divide the cost of hunting markets. Incidentally he may have fought a price monopoly or two at the same time. Selling in co-operation is not open to many dangers. The products are sold for cash. Everyone knows the value of dollars. Every producer knows whether the cents that make one dollar are up to standard or not! His experience has been life-long in this commodity. There is but one standard of quality to money.

But there is no dearth of merchants who can, and will, provide the producer with his buying needs. There is no shortage of men who will train, will specialize in selling goods and service at a fair wage. Figure who are by temperament peculiarly fitted to do this part of the world's work well. There is, therefore, no economic need for co-operative buying. This explains why co-operative organizations do not last.

Specialization an Essential

This is often called an age of specialization. It would be more correct to say that specialization has advanced greatly in this age. From the beginning of time every man who has helped on development in a striking way has specialized. To attempt to make

the farmer, artisan or clerk a storekeeper is a retrograde step. Education has rendered unnecessary and undesirable the Jack-of-all Trades! It has made surer the forward march of civilization by making easier the efficiency of the individual in the trade or profession for which his aptitudes best fit him. Education is the genesis of specialization.

Whatever is sociologically wrong cannot be economically right!

It is inviting a great economical waste to attempt to eliminate from its functions the specialist element in retailing wares.

As an example; why not say that the farmer or artisan should be his own banker, carry his cash in his pocket and eliminate the banking fraternity? A whole craft, with its attendant specialties, could be cast out of the community equipment, and economic waste would be lessened thereby—if the contentions of Mr. Tarr were correct. True the great service this craft renders would be lost, but perfect co-operation would be one step nearer; we would be closer to the ideal conditions hoped for by co-operation, and by Mr. Tarr, under which trades, crafts and professions, and all who feed on the producer would be abolished, and we would have receded somewhat towards the truly pastoral times of the world's earliest history.

In spite of the evident hope of Mr. Tarr that financial writers and credit men, retail merchants and implement vendors, and all the other accidents of economic waste will be gotten rid of, the serious minded citizen sincerely desirous of society's progress will

not permit the realization of such pipe dreams!

The sound common sense of the people will desire that the retail merchant continue to fulfil his duty as such. They will prefer to get the goods they need from the man who rests his reputation upon his judgment in buying, his honesty in selling, his store service in merchandising, his individuality in civic life, his manliness in friendly business strife and competition. The public will be the better of ability and personality developed by single-mindedness in the retail purveyor, leavened by a healthy ambition to be a useful and influential member of the community.

The public do not really like to make time-servers of men capable of giving courage, foresight and administrative talent; it prefers real merchant electors to secretarial worms of co-operative societies. The public wants service and convenience, and is better off in paying for these factors to a retail merchant than in speculating on the hope of saving their cost through the imaginary and chimerical claims of co-operation such as Western Canada has to attempt to digest.

Jumbo Line Goods

The recent report that Nelson Bros. Co., Saginaw, Mich., are adding to their already large factories, is proof conclusive of the popularity of the widely known "Jumbo" line produced by that concern. Jumbo gasoline engines, made in sizes from 1¾ to 6 horse power, are engines with an exceptionally high degree of mechanical perfection. Their cost is very low, when the quality of material and workmanship is considered, and they are, in technical phraseology, about as near "fool-proof" as any engine

made. Very economical, as regards running cost, the Jumbo engine has attained an enviable popularity throughout the Canadian West, and users everywhere testify to their durable qualities, reliability and freedom from break-down. As well as the Jumbo with battery ignition, the Nelson Bros. Co. are producing the Jumbo engine with a strong iron sub-base and equipped with the famous Webster oscillating magneto, one of the most efficient ignition systems known to the gasoline engine world.

"Little Jumbo" Feed Mills, with a capacity of from 10 to 30 bushels per hour, are also a feature of the Jumbo Line. They have a wide range of capacity and have a very low power consumption. Constructed throughout of steel and iron, with a fine adjustment for the burrs, which are admirably protected by the design of the mill, the Little Jumbos are a valuable acquisition on any farm.

As well as engines and feed mills, the Nelson Bros. Co. produce a full line of pump jacks for any make of hand pump. By virtue of a strong sub-base, these pump jacks can be bolted to either the wall or ceiling. A strong double geared pump jack is also produced which is especially adaptable for use with high speed engines. It fits any make of pump and can be used with any make of engine. General utility Little Jumbo trucks are an extremely handy proposition for any farmer, and dealers have found ready sales for these dependable farm assistants. Complete information regarding the full "Jumbo" Line can be had by any dealer who cares to write the Tudhope Anderson Co., at Winnipeg, Regina or Calgary, this well known firm being jobbers for the Jumbo Line in the Canadian West.

All sales must be cultivated.

A. STANLEY JONES North Battleford SASKATCHEWAN

The Original Small Threshing Machine

COMPLETE OUTFIT—8 h.p. Engine, 28 in. Separator
All Fittings, Belts and Truck with 16 ft. reach..... \$670.50
28 inch Separator alone, all fittings..... \$317.00
24 inch Separator alone, all fittings..... \$284.00

MADE IN CANADA

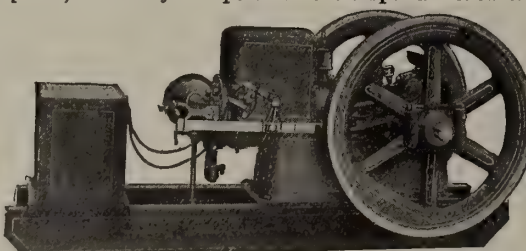
Write for Free Catalog and Time Terms.

Sales Agent for
La Compagnie Desjardins, Limited

FREIGHT PAID IN MAN. AND SASK.



THE JUMBO LINE
HIGH-GRADE GASOLINE ENGINES
Made in 1½, 2½, 4½ and 6 Horse Power
JUMBO ENGINES are the last word in mechanical reliability. Especially made for farm purposes; economy in operation their special feature.



THE LITTLE JUMBO FEED MILL
Made throughout of steel and iron. Capacity 10 to 30 bushels per hour. Burr 6 inches. Wide range of capacity at minimum power consumption. Pulley size 6x4. Fine adjustment for perfect results. One set fine and one set coarse burrs supplied with each machine. This is a Feed Mill that

will satisfy your customer. Get full particulars about it.

WRITE NOW FOR PRICES OF THE JUMBO LINE

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
Western Canadian Jobbers

Tudhope-Anderson Co. Limited

Winnipeg Regina Saskatoon Calgary

Helping the Horse—and its Master

There are still many districts in Western Canada where the farmers are only familiar with the modern light weight binder engine from cursory glances that they took at advertisements in their papers or farm journals. They know, in a general sense, that a gasoline engine has been attached to a binder so that it drives the mechanism, but to what extent it helps the horses, or saves money for their owner, many farmers are entirely in ignorance. This, let it be said, is by no means purely the blame of the farmer. Quite true, the latter might write for particulars to the firm, or firms, who handle such engines, but even more this matter devolves upon the implement dealers in these districts, for the dealer is beyond all the man who should educate the farmer as to the benefits to be derived from the investment in a binder engine. That a dealer has not coupled up with so profitable a field pays a very poor compliment to his business ability, and that he has lost money by his laxity in this respect is certain.

The binder engine has only been regarded seriously by one firm, but that firm has proven to the hilt that it is a practical mechanism with more all-around use than any other type of internal combustion engine on the market. It is indeed strange that there are dealers in business

to-day who have thrown vast energy, and many days of time, into rooting out prospects for the ordinary portable and stationery engine, while they fail to recognize the existence of an engine that performs the same functions and at the same time does a valuable specific job during the cutting of the crops.

There is only one way to build business in any line and that is to give the public the goods they want at the supreme psychological moment when they want them. One must travel on the flood tide to get business if they are to have the fortune that the late Mr. Shakespeare wrote of. The wheat farmer wants a means to get into the grain fields when the ground is heavy from moisture. He wants some means of easily cutting down and tangled grain, and of doing so without sweating the heart out of his teams. He wants some means of conserving his horse flesh, of using fewer horses which he may have only to keep for the extra work entailed in cutting the crop. All these factors he has when he invests in the binder engine, and it is distinctly an attribute to the live dealer that so many farmers are to-day equipped with this very necessary farm machine. There is no virtue in procrastination, and no use in quoting its drawbacks. Every dealer who has, so far, evaded the binder engine question is simply dodging money that could readily be his. Furthermore, he is letting his customers

face the coming harvest unaided by one of the most important adjuncts to harvesting ever offered the agricultural industry.

The Russian Wheat Crop

Prospects for the Russian wheat crop are very favorable; the yield per acre will probably be 10 per cent larger than that of last year, but owing to so many farmers being under arms, the net yield is likely to be less than in 1914. Labor shortage and an unsufficient supply of twine are momentous points in Russia at present. The Russian government has just arranged to purchase over \$1,000,000 worth of binder twine in the United States, which will be shipped early in July, via Archangel, on the White Sea. This supply of twine will, however, only be in time for the late wheat of North Russia. In South Russia and Siberia there will probably only be twine for half the crop. Army necessities have also lead to a great car shortage. It is interesting to note that the Committee of Rural Savings Banks in Russia, Petograd branch, suggests that rural communities, through their co-operative credit

societies, be advanced long-term loans for the purchase of machinery, as the labor shortage has made the use of more modern machinery imperative. The societies will be able to furnish members with funds for three years, enabling them to purchase machinery for cash. The establishment of large stores will be a feature of this movement, these stores to sell both Russian and imported implements and machinery.

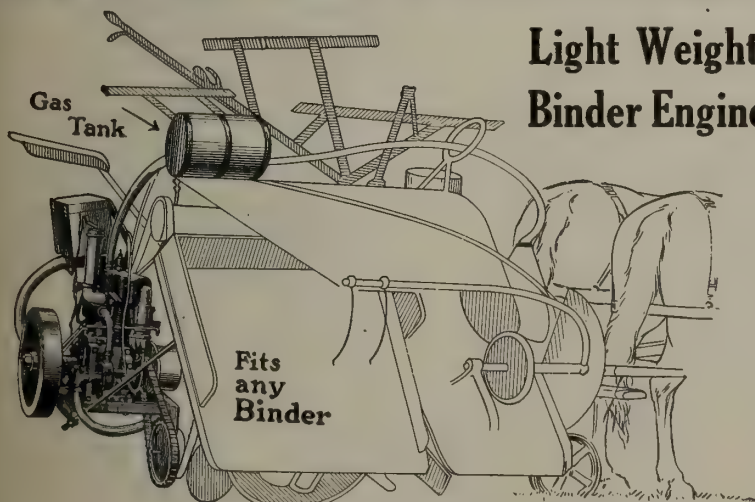
What is an Inch of Rain?

In view of the copious precipitation to which the Canadian West has been treated recently—and a good job, too—comes the various reports from districts giving the rainfall in terms of the inch. What is an inch of rain?

Very few persons—even those who are well informed on most matters—know how much an inch of rain is. An inch of rain coming down on a single acre of land would fill more than six hundred barrels of forty-five gallons capacity each. This amount of water would weigh more than one hundred and ten tons, or nearly a quarter of a million pounds.

NOW IS THE TIME TO SELL CUSHMAN

Light Weight Binder Engines



Fits any Binder

THEY SAVE HORSES—AND SAVE GRAIN

Hauling a binder equipped with a 4 cycle 4 H.P. Cushman Engine. Two Horses easily do the work. Your customers save a team. The horses merely draw the machine. The Engine runs reel and sickle, elevates, binds and delivers grain. Steady, continuous power delivered to the entire mechanism. No loose sheaves; cuts all down and tangled grain. Binder won't choke. Easily attached to any binder. The engine has a throttling governor and Schebler carburetor. No waste fuel. Steady, quiet, reliable power. Forced water cooling system. When harvest is over this Engine is right there for All-Purpose work around the farm. Runs at any speed. Sell the Cushman and satisfy your customers.

7,000 Farmers have tested the Cushman Binder Engine and found it Best under all conditions. Get our Agency Proposition To-day

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 PRINCESS STREET WINNIPEG, MAN.

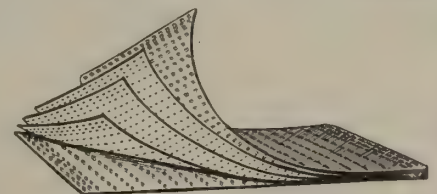
The "MEADOWS" Portable Grain Elevator



The Meadows Grain Elevator is just what your customers require. It is sold on a guarantee that it has the GREATEST CAPACITY, and is the easiest to operate and most convenient elevator to handle on the market. Investigate this moneymaker. You cannot sell a better elevator.

Handle the "Giant" Canvas Stretched Thresher Belt

Get our prices and samples of the celebrated "Giant" Canvas Stretched Thresher Belt. We sell it on a certain guarantee which covers more points of superiority than any other belt made. If you want the thresher belt trade of your district, write us TO-DAY. We sell an unequalled variety of all types of quality belting for farm use.



OUR ENGINES

Are made by reputable engine manufacturers. Get full particulars by sending a postal card.

We also sell Farm Electric Light Plants. Send for literature and details of the Rustad Line. We have the Largest Line of Specialties in Canada.

Live Dealers Wanted

HENRY RUSTAD

243 PRINCESS ST.

WINNIPEG, MAN.

Pushing Buggies for Profit

That some dealers seem to have lost all heart in trying to sell buggies, is the opinion of a vehicle man in a communication to the Implement Dealers' Bulletin. On the contrary, some dealers are pushing hard for business and are selling lots of buggies at good profits. At one town, states this writer, a dealer had a job lot of ten or twelve dusty, out-of-date buggies, and was complaining that the automobile and motorcycle hurt his trade. Twelve miles distant, another dealer, who pushed buggies, sold 27 during the early spring months.

In nearly every case where the dealer complained that the automobile is hurting his business he had a poorly assorted stock of buggies, out of date and dusty, and was either handling automobiles himself or owned one.

It is a pretty safe bet that when a dealer complains that the automobile is hurting his buggy trade that a little investigation will show that some other dealer in the same town, or a nearby town, is having a good buggy trade and is doing most of the buggy business in the locality. If this is not true, then the chances

are that a close watch of the railroad depots would reveal the fact that the mail order houses are profiting by the inactivity of the dealer.

A Double Meaning

An elderly farmer drove into town one day and hitched his team to a telegraph post.

"Here," exclaimed a burly policeman, "you can't hitch there!"

"Can't hitch!" shouted the irate farmer. "Well, why have you got a sign up, 'Fine for hitching?'"

Awards at the Panama-Pacific Exposition.

The list of awards made at the Panama-Pacific Exposition in group 115, and group 122, covering implements and related lines and dairy machines and equipment, is a lengthy one. The awards were made in six grades; grand prize, medal of honor, gold medal, silver medal, bronze medal and honorable mention.

Prizes were based on the following system of markings: Value to the world and agriculture, 25 points; skill in invention,

25 points; installation, 10 points; magnitude of output, 10 points; low price, 10 points; time installed and condition at opening of exposition, 10 points; time in business, 5 points; previous awards, 5 points; total, 100.

Among the principal prize winners who do business in the Canadian West are the following: International Harvester Co., Chicago; A. B. Farquhar Co., York, Pa.; De Laval Separator Co., N.Y.; American Well Works, Aurora, Ill., and the American Seeding Machine Co., Richmond, Indiana.

Carriage Builders' Convention

The forty-third annual convention of the Carriage Builders' National Association will be held at Cleveland, Ohio, September 21, 22 and 23, 1915.

The Carriage Builders' National Association was organized in 1872 and is one of the oldest of American trade bodies. The carriage factories represented by the membership (wagon factories not included) produced 900,000 vehicles during the year from July, 1913, to July, 1914, most of which were disposed of in the U.S.

American vehicle manufacturers and dealers are commencing

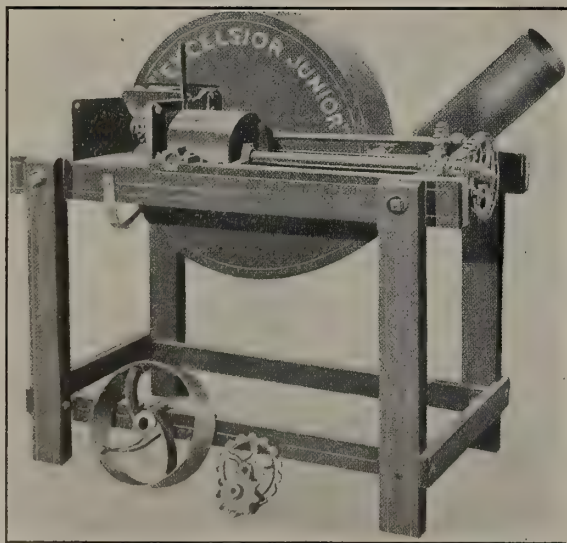
to realize that the horse-drawn vehicle industry has not been affected by the war, crops and politics in any greater degree than other staple lines of business, such as food, clothing, etc. It is stated that on January 1, 1915, the horse population of the U.S. was 21,195,000 — not including the Missouri mule!

This would indicate that there is room for both the horse and the automobile in the general scheme of life.

Motor Vehicles in the U.S.

During 1914 no less than 1,666,984 automobiles were registered in the United States, along with 44,355 trucks and 152,945 motorcycles. Automobile fines to the road funds of the various states amounted to \$101,364 while the gross registration revenues totalled \$12,270,035. By states the highest number of cars was found in New York, with 150,898 automobiles, other states being the next greatest in the order of names: Illinois, California, Ohio, Pennsylvania and Iowa.

If the farmers would raise more hay and less Cain, there'd be a better market for hay tools.



Build Your Feed Cutter Business

"Excelsior Junior" Blower Feed Cutters

The man with from 5 to 15 head of stock is a sure prospect for the "Excelsior Junior" Feed Cutter. The Blower attachment on the fly wheel carries feed to any part of the barn, or elevates it any height up to 20 feet. Power requirements, 4 to 6 H.P., by Engine, Windmill or Sweep horse power. Cuts and elevates from $\frac{1}{2}$ to $\frac{3}{4}$ tons of feed per hour. Cuts three lengths, $\frac{1}{2}$ to $1\frac{1}{4}$, by means of change gears supplied. Nine inch throat, two concave knives of Sheffield steel, blower connection for common 6-inch stovepipe. Pulley 12 x 4 inches. Start, stop and reverse lever. Weight 325 lbs.

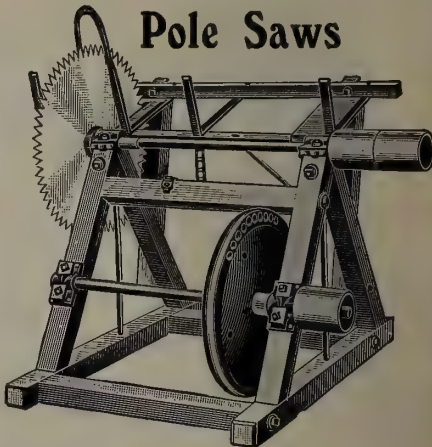
Watson's Hardwood Frame

Have three 5 x 6 inch pulleys, solid steel shafts and boxes, and solid extra heavy fly wheel. The rigidly braced hardwood frame is what your customers need. Any breakage readily repaired. Total weight, 325 lbs. Complete saw mandrels supplied separately if desired.

Our Washing Machines

Let your lady customers take the backache out of wash day. You can supply the ever-growing demand with our line of hand and power washers. Show them the I.X.L. High Speed Washer, the acme of ease in operation. Finely finished red cypress tub. Large opening for inserting clothes. Washes easily and quickly, with no damage to even the finest fabrics. Get our prices and push the sale of washers in your district.

Pole Saws



THE WATSON LINE INCLUDES

1½ H.P. Engines	Root Pulpers	Horse Powers
Pulverizers	Bevel Jacks	Harrow Carts
Whiffletrees	Push Carts	Pump Jacks
Wood and Pole Saws		Farm and Bush Sleighs
Barrel Skids		Wheel Barrows
Boss Wood Harrows		Roller Crushers
Light Delivery Sleighs		Channel Steel Harrows
Boss Steel Harrows		Warehouse Trucks
Feed Cutters (seven styles)		Grain Grinders
Hand and Power Washing Machines		

WE CARRY REPAIRS FOR

Moline Plows and Disk Harrows; Monitor Drills; Mandt Wagons and Trucks; "National" and "Mandt" Manure Spreaders; Adriance Binders, Mowers and Rakes. We also handle Janesville Plows, Disk Harrows, etc.

WRITE FOR PARTICULARS OF ANY ITEM



John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

The Standardization of Farm Wagons

N.I.V.A. Recommends Great Simplifications

In the past we have outlined at various times the developments in connection with wagon standardization. Wagon design has been chaotic in its variety. The individual was pandered to as regards sizes in wagon construction, until a point has been reached when dealer, jobber and manufacturer have to handle a large, unnecessary variety of wagons, so much so that the increased expense in both production and handling has greatly reduced the profits in wagon business. The inevitable reaction has come and both producer and consumer recognize that some system of wagon standardization is imperative. In December, 1914, the Farm Wagon Dept. of the National Implement & Vehicle Association formally approved a plan for the standardization of wagons, this action being in response to the widespread demands of both dealers and users.

The elimination of the superfluous types has been suggested. By simplification and standardization the association aim to produce an interchangeable line of wagon parts which will permit dealer, jobber and manufacturer to serve the user more quickly with all his requirements, and this with a smaller inventory of complete wagons and parts. So far the recommendations made by the Wagon Dept. are confined to the standardization of the two-horse wagon for farm, ranch or mountain use, without considering one-horse wagons, farm trucks and gears for special purposes. With this in mind, all gears with skeins larger than $3\frac{3}{4}$ inches and with axles larger than $2\frac{1}{4}$ inches have been recognized as belonging to the special teaming gear class.

Types, Sizes and Capacities

It has been recognized that the size of skein is an improper standard by which to judge the capacity of a wagon for all territories and all classes of service. Consequently, wagons have been designated as (a) farm wagons for level country, (b) mountain wagons for heavy loads and rough, mountainous territory, (c) valley wagons suitable for an intermediate degree of service. Construction and carrying capacity of each type has been designated according to service required, the gears, therefore, should be stencilled for size and capacity as follows: Light, capacity, 1,500 lbs.; heavy, capacity, 6,000 lbs.

Gears

It was felt that the $2\frac{3}{8}$ wagon is properly a one-horse wagon and has no place in the two-horse group. This involves no hardship for the user, as he can make a two-horse wagon out of it by using a cross bar pole.

The $2\frac{3}{4}$ wagon used largely in the south has, by common practice, become practically a 3-in. wagon. Therefore, it was thought wise to merge these two sizes, using the axle, hub and reach of the regular 3-in. wagon, with a compromise skein which should not exceed 3 in. at the shoulder, but fitting this gear with wheels such that the medium farm wagon south, with a $2\frac{3}{8}$ spoke, would easily take the place of the former $2\frac{3}{4}$ wagon, and the medium farm wagon north, with $2\frac{1}{4}$ spoke, would take the place of the former 3-in. wagon. But the opportunity for universal simplification and benefit lies in the adoption of a single gear for each capacity rather than a large variety of gears. Some of the practices of the past which have made this impossible have been as follows:

(a) Wheel heights for high, low and extra low wagons which could not be reconciled with a single gear.

(b) Furnishing both round and square hounds on the same type of wagon.

(c) Furnishing both ordinary and extra heavy rectangular reaches and round reaches on the same type of wagon.

(d) Furnishing a great variety of heights of bolster stakes.

(e) Furnishing a variety of colors of painting.

(f) Furnishing both wide and narrow track.

(g) Furnishing bolsters for both wide and narrow beds.

The problem of simplifying the multiplication of gears resulting from the above has been solved, as follows:

(a) Use 36, 40, 44 and 50-in. wheels. This permits a single gear to be equipped with 44-50 wheels and make a high wheeled wagon which meets a compromise popular demand. The same gear will take 40-44 wheels for a low-wheeled wagon, and 36-40 wheels for an extra low wagon.

(b) While every factory is at liberty to use either round or square front hounds, the convenience of all concerned will be promoted if each factory decides

which kind it will build and refrains from building both on the same type of drop tongue gear.

(c) The need for an ordinary strength and extra strength reach was recognized, and either the round type or rectangular type is permissible. But simplicity of gears will be promoted if each factory will confine its extra strength reaches to one type, either round or rectangular.

(d) An unnecessary multiplication of gears due to stake heights can be avoided by adopting 8 in. and 13 in. over all as heights for stakes. It is further suggested that each manufacturer develop a detachable extension stake which can be used in conjunction with the 8-in. base stake and thereby arrive at any height desired, using only one rear gear for each size.

(e) Wagon complications can be simplified if each manufacturer will paint his wagon boxes one color, and paint his gears one color.

(f) The use of both wide and narrow track gears was recognized, but it was admitted that

the automobile practice is fast tending toward the adoption of a single track. It was thought wise to meet this coming change by adhering to $4\frac{1}{2}$ ft. for narrow track and 5 ft. for wide track, measuring from center to center of tire on the ground, and to encourage the national adoption of a standard track at every opportunity.

(g) Bolster widths on narrow track wagons should be 38 in., on wide track wagons 38 in. or 42 in., but an effort should be made to encourage the use of the 38-in. bolster on wide track wagons, not only because it simplifies the gear and box problem, but because it results in a short turn, wide track wagon.

Wheels, Axles and Skeins

The cast skein will apply to the farm type only, the steel skein will be found on the valley and mountain type. Axle and hub sizes should continue as formerly made by the manufacturer for each size of wagon he produces.

Mountain and valley wheels may take tire rivets at the option of manufacturer, but farm wagons should be without tire rivets. Mountain and valley wheels to interchange with farm wagon design. All wheels to be made with either bent rims or sawed fellows.

Get the Plow Attachment Trade!

In the past five years our line has established its superiority over all other makes. Have you seen our Dust-proof, always lubricated axle. Every packer guaranteed.

SURFACE OR SUB-SURFACE WHEELS INTERCHANGEABLE.



NOTE the axle, Mr. Dealer. It holds enough lubricant with one filling to last the whole season. An easy frictionless movement. Our Packers are made in 3 sections for 2, 3 or 4 horses. Why sell heavy draft Packers? Get our prices, sales follow.

What Experts Say Of It

"The Christiansen Subsurface Packer attached to a gang plow should be on every farm."—Campbell's Scientific Farmer.

"I consider this attachment one of the most useful implements on the farm. No plowing, unless under special conditions, should be done in the West without this equipment." Seager Wheeler, Rosthern, Sask., Winner of the World's Wheat Prize.

Write to-day for prices and particulars of our Packer and Harrow Attachments.

CHRISTIANSEN HARROW WORKS
331 AUSTIN ST. WINNIPEG, MAN.



All 40-in. wheels should have twelve spokes each, so as to be available for either front or rear axles. If a like system be applied to 44-inch wheels the number of finished wheels would be materially reduced.

Tires

The standardized tires suggested are exceedingly interesting. With this tire assortment, along with uniform wheel heights and the single gear, the dealer with a small and carefully selected stock of wheels can fill a variety of orders with a small investment on stock. The oval edge tire is recommended for universal adoption. Where used at all, the square edged tire should be furnished only on 44-50 wheels having $1\frac{1}{2} \times \frac{5}{8}$ inch tires. This places all tires over four inches wide under the heading of special construction at the option of the manufacturer. Tires should be either bolted or spiked, but both should not be used.

Tongues

Tongues should be either drop or stiff, with chains or neckyokes.

Seats

Because of breaking, lazy back seats should be confined to one medium high-back type without lazy back, while farm seats should have only two leaf springs. Mountain seats should have either two or three leaf springs, because of the exacting service.

Boxes

The depth of component parts of a double or triple box should be discouraged, and all reference to the depth of boxes should be in total inches. For example—a 26-inch box should be designated as such, and should not be called a 14 and 12, 13 and 13 or any other specific combination.

Standard box widths to be 38 inches and 42 inches. Until narrow and wide tracks of 54 inches and 60 inches shall be standardized, the use of the narrow box on the wide track wagon should be encouraged in every possible manner.

Steel Axle Wagons

With the exception of the axle and cap, the steel axle farm wagon should be identical with the regular farm. The sizes of steel axles, which correspond to the sizes of wooden axles, have been defined by the department.

Adoption of Recommendations

Manufacturers are urged to convince themselves of the simplicity of the plan proposed by making an experiment in their various factories. The committee suggest the use of a 3-in. gear with or without the $2\frac{7}{8}$ -inch skein, which will level up the bed when fitted with 44-inch and 50-inch wheels. With one pair each of 36, 40, 44 and 50-in. wheels with $2\frac{1}{4}$ spoke, can be made:

(1) Medium Farm North High

(2) Medium Farm North Low
(3) Medium Farm Extra Low
By adding one pair each of 40, 44 and 50-in. wheels with $2\frac{1}{8}$ spoke you can also make:

(4) Medium Farm South High
(5) Medium Farm South Low

Thus one gear and seven sizes of wheels make five different wagons. Present practice requires four gears and ten sizes of wheels.

A Feminine Asset

In Canada all of us know the capacity for work shown by our farm women, apropos of which Tit Bits, a London publication, has a little sketch which carries beneath the surface an outcrop of truth. As seen by the Britisher the story runs thus:

In the Far West old Farmer Skinner had been approached by a love-lorn swain who wished to deprive him of the pleasure of supporting his daughter Sally. "It ain't everybody I'd trust my little gal to," sighed the old farmer.

The "little gal," who was five feet eleven inches high in her bare feet, as she was at that moment, hid her happy, blushing face on the dear, fond old father's shoulder and wept happy tears as he said to Sally's deeply-moved and sympathetic young lover, "You must take good care of my wee birdling, Jack; recollect that she has been raised kind o' tender like.

"Two acres a day is all I've asked her to plow and an acre of corn a day is all she is used to hoeing. She kin do light work, such as making rail fences and digging post holes and burning brush, and all that, but she ain't used to regular farm work, and you mustn't ask too much of her. It's hard for her old dad to give his little sunshine up. He'll have to split his own firewood and dig his own taters now, but go, birdie, and be happy."

The Engine Gang Plow

A feature of engine plow construction that will appeal to the engine plow man who has tried to so drive his engine all day long as to get an even width of furrow with the front plow, is an automatic guide on the plow in the shape of a furrow wheel. Regardless of the accuracy with which the engine is guided, the slope of the land will cause the plow to drift either away or toward the furrow, according to the slope of the land, so that to do a good job of plowing under all

conditions this front furrow wheel is a necessity, says J. D. White in Weekly Implement Trade Journal. With the plow so controlled and a reasonably flexible hitch to the engine, the operator can drive his engine all day with muscles relaxed, running anywhere from 6 inches to a foot of the proper distance from the furrow, and do a perfect job of plowing, a feature on which further elaboration is unnecessary.

To sum up these important features of the "independent beam" plow, let us mention briefly as follows:

First—Instant adjustment of height of front end of beams for hard or soft land, or up and down hill.

Second—Pivoted front end of beam, making a perfect stone dodger.

Fourth—The weight of the plow is in the beams and bottoms and no excess weight in the main frame.

Fifth—Easy guiding of engine because furrow wheel gauges width of first furrow.

In the "flexible section" or frame type, which is more particularly designed for use in old land, one gets the very important advantage of being able to use either disc or moldboards on the same frame, thereby insuring an equipment suited to the kind and condition of soil in which he operates, regardless of the season or the rainfall. By carrying the frame and the entire weight of the raising of the dirt on the moldboard and the cut of the share on thoroughly lubricated wheel bearings, he gets in this "flexible frame" construction the same saving in draft that he does in the well-known modern riding wheel plows. With this construction not only can the number of sections be easily and quickly increased or decreased, but also the number of bottoms or discs carried on each section can be increased or decreased, which, together with the interchangeability of the discs with moldboard bottoms, makes a plow adaptable to any change in conditions of either load or power.

There Was a Reason

His head was above the water and he was yelling lustily, "Help, help! I can't swim and my wife is drowning."

"You don't seem out of your depth," cried the man on the bank, "why don't you grab your wife and walk out with her."

"But I am beyond my depth," wailed the canoeist, "only I'm standing on my wife."



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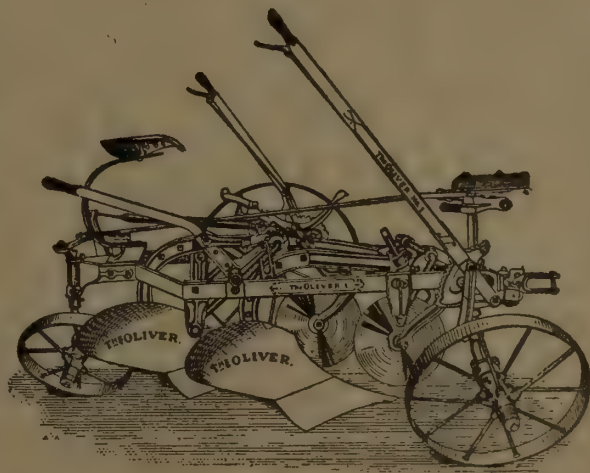
NOT only do the features and excellencies of Oliver plows and International Harvester tractors, Mogul and Titan, sell them most easily on demonstration, but they need a minimum of demonstration. Oliver plows have been the Canadian standard for years and years. Farmers who need new plows are most likely to come to you—if you handle the Oliver line. They know, too, that the best tractors made bear the I H C trade mark, and that they are built in sizes for small, medium and large farms, up to 30-60 horse power.

Oliver tractor gang plows are made up in 4, 5 and 6-base sections. The sections are joined flexibly insuring plowing to an even depth. Levers are double-latched, trucks are swiveled, beams have the most rigid construction known. Oliver sulky and gang plows also have a variety of distinctive features.

You could sell many an Oliver plow to the farmers in your territory—put many a sulky or gang behind horses, and larger plows behind tractors. And you will sell the tractors when your line is International Harvester.

Write to the nearest Branch House.

The best time is NOW.



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FINISH and equipment, we believe, is not equalled on any car under \$2,000.

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Distributors of the Hupmobile

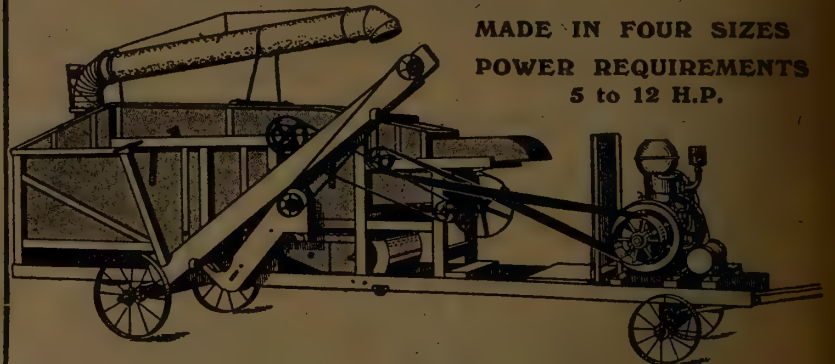
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POWER REQUIREMENTS
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The Lister Gasoline Engine is the motive power for the outfit. This is the most dependable engine any farmer can own. Self-oiling, self-regulating at all loads, high tension magneto ignition—no troublesome batteries. The most reliable and best engine the dealer can handle. As well as driving the threshing outfit, it will do all the necessary power work on the farm.

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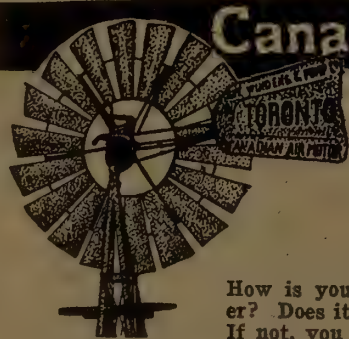
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Improved Closed Mouth Cistern Pumps

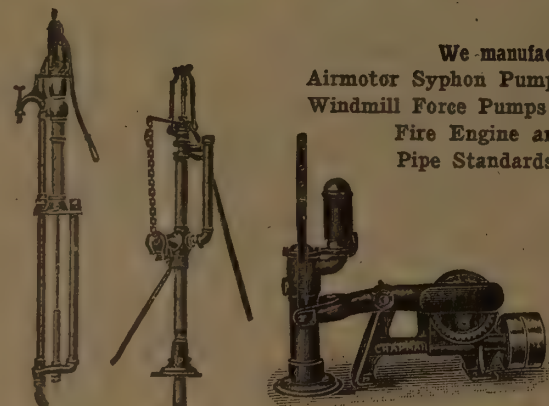
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CANADIAN FARM IMPLEMENTS

Vol. XI., No. 8.

WINNIPEG, CANADA, AUGUST, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
Per Copy, 10 cents.

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Established 1865

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Reserve Fund 3,400,000

Total Assets, over 80,000,000

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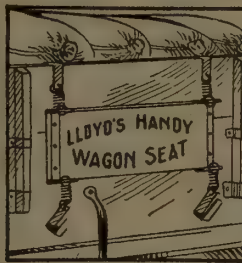


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LOW-DOWN
SPRING
WAGON SEAT

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Made with three 5x6 inch pulleys, solid steel shafts and boxes. Solid heavy flywheel; rigidly braced hardwood frame. Total weight of these Pole Saws, 325 lbs. Saw Mandrels supplied separately if desired, including saw shaft, boxes, flywheel, pulley and saw clamps.

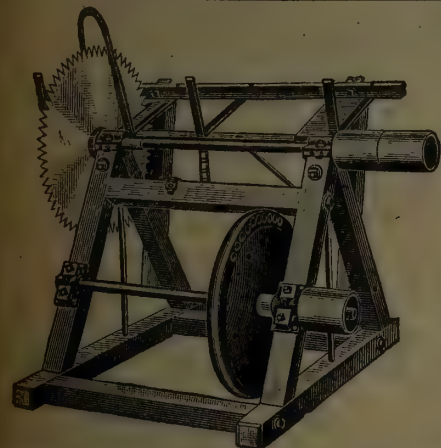
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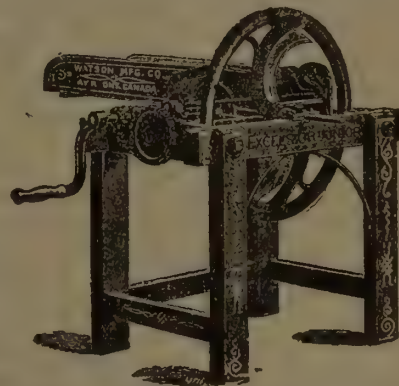
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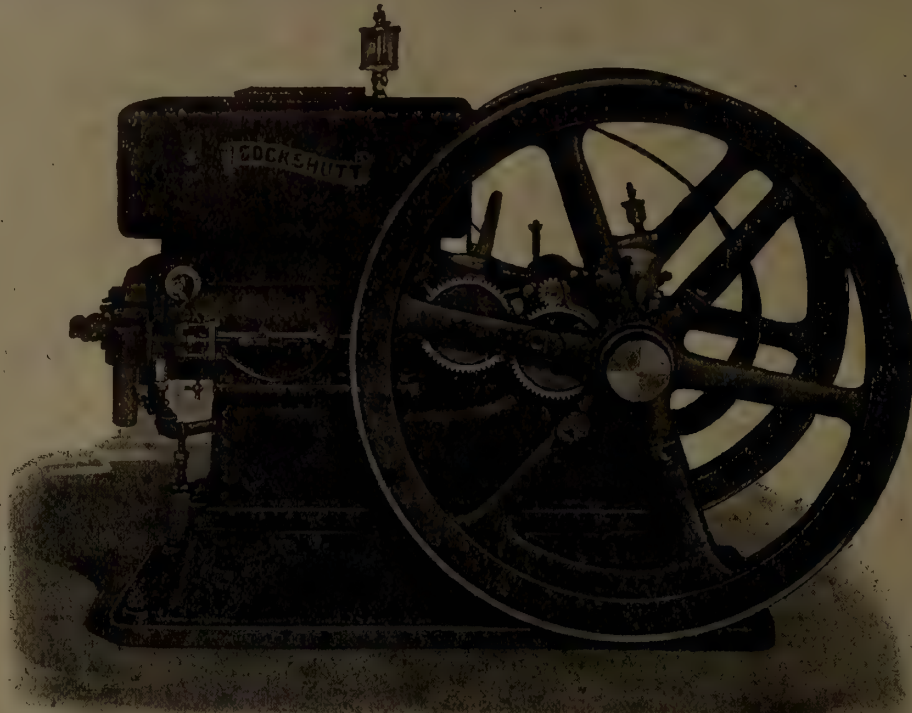
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Have you started in the business? If not, do not delay a day longer.

We offer you an Engine that has "made good" in every sense of the word, and a variety of types and sizes from which you can supply the demands of any customer—whether he wants 1½ h.p. or 60 h.p. Cockshutt Agents are in a position to "deliver the goods" promptly.

Reasons Why You Should Sell The "Cockshutt" In Preference To Others

GUARANTEED—Because every Engine is guaranteed to develop the horse power for which it is rated—we know what each will do and stand behind each sale.

SIMPLICITY—Because Cockshutt Engines are easily understood and therefore adapted to general farm work where expert mechanics are not available. No delicate, complicated bits of mechanism to get out of order and give trouble.

MATERIALS—The best we can buy and make. Bronze bearings turned and hand scraped to a perfect fit, are used throughout. Cylinders and piston rings get particular attention—both in the quality of iron used and the accurate fit the inspectors demand.

DOUBLE EXHAUST—Because this feature allows the hottest burnt gas to escape at the end of the explosion. No warped valves or loss of compression with the Cockshutt system of exhaust—it insures a clean mixture of fresh air and gasoline for each explosion—a most important requisite.

TESTING—Because every Engine is severely tested before it leaves the factory. The "brake-test," to ascertain the Horse Power it is capable of developing, is thoroughly applied. It must develop considerably more than its rated Horse Power before our Inspectors are satisfied. That's your insurance against unsatisfactory service. This whole organization is behind every Engine sold.

Write us to-day for descriptive literature on Engines. Also for Catalogues on the full line of Cockshutt Farm Implements and Machines. Everything for the Farm.

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CANADIAN FARM IMPLEMENTS

Vol. XI., No. 8

WINNIPEG, CANADA, AUGUST, 1915.

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Per Copy, 10c.

The Inter-Provincial Fair at Brandon

Large Machinery Display: Very Successful Exhibition

To the man who wonders where all the automobiles made go to, the Inter-Provincial Fair at Brandon, July 19th to 23rd, afforded at least a partial solution to this mental problem. Along the east side of the splendid fair grounds, lying to the south of the city, during each day of the Fair one could see hundreds of automobiles, and in many cases the pennants displayed upon the cars revealed the fact that the owner had driven his load of human freight from points varying from forty to eighty miles away from Brandon, and locations that took in every point of the compass. The Western farmer is decidedly using the automobile as a means of transit for business and pleasure. As in past years, the great bulk of the daily attendance was from the agricultural areas of the surrounding country. During the five days of the Fair the grounds were crowded; and it is reckoned that the number who passed the gates beat any previous year.

The Fair at Brandon is one that invariably brings forward a splendid display of livestock. This year was no exception to the rule. More and more the farmers of the Canadian West are realizing the fact that mixed farming pays, and the great interest taken in the livestock sections of the Fair go to prove that within a few years the Canadian West will see less grain growing and more raising of livestock, and a great increase in dairy farming in all its phases.

To the west of the Fair grounds a large space was occupied by the remounts for the military authorities, and this assuredly was a livestock display in itself—the class of horses being of an exceptionally high order of merit. As usual the saturnine Indian and his no less stolid ladies were greatly in evidence, wandering here and there and

looking at the out-door demonstrations of the ubiquitous side-shows—which, by the way, were of a better type than we usually have at Western fairs. The fat lady, the four-legged woman, the human mermaid, all our friends of long ago were on exhibition—at so much per head. A wild animal show and a “Wild West” exposition were among the features that weaned the elusive quarter from the farmer and his family. Whether or not it is a sign of decadence in the show-world, the crop of “barkers” do



A View of Part of the Machinery Exhibits at Brandon Fair, 1915.

not seem to compare in lung-pressure to the big voiced, check suited gentlemen of the past. Time was when the efficient side show “barker” would have scorned a megaphone; his voice had a carrying power of from a half-mile to a mile!

As Brandon is only some seventeen miles from the great military camp at Sewell, the Fair was daily attended by soldiers in large numbers. The boys certainly took advantage of the brief cessation from drill and manoeuvres, and their presence was a feature to visitors, many of whom were fathers, mothers and relations of our Canadian contingents. The military bands were a pleasing feature in the daily musical programmes.

The vaudeville presented in front of the large grand-stand was, if anything, ahead of that shown in past years at the Bran-

don Fair. A crowded grandstand was seen every afternoon and evening, and the speed events were keenly contested throughout the entire exhibition.

The citizens of Brandon are boosters for their Fair from the word “go.” Yearly they seem to vie with one another in making their Fair a feature in Western agricultural circles. This spirit of civic co-operation is a feature that other cities could follow to their benefit. Brandon believes in its city, and in its Fair, and the citizens are justified in their be-

lie. The fair sex gave yeoman service in catering for the public needs during the Fair, in fact one feels that the city welcomes you—not the stereotyped “welcome” as appearing on the frontage of the city hall in cities where fairs are held, but a good old fashioned impression that seems to say: “Come on, stranger. We can show you a good time!”

the talk of “hard times” we hear so much about—yet, if autos are to be taken as a basis for judgment—see so little of. It is largely due to the untiring efforts of Mr. Smale and his board that the 1915 Fair has been so conspicuously successful an event, and we hope that next year we will see the Brandon Fair bigger, better and as popular as ever from the standpoint of the farmer and those who cater to his needs. As its manager, Mr. Smale deserves the heartfelt thanks of his city and community—but we reckon that the huge attendance was to him most satisfactory proof that the public appreciates his capable organization of the annual Inter-Provincial at Brandon.

Considering conditions in the farm machinery and implement business, the display this year was remarkable. It was away ahead of that of 1914, and particularly so in the display of heavy machinery, despite the wet-blanket legislation now in vogue in our neighboring province. As in past years the farmers crowded to the implement and machine exhibits, and it is particularly gratifying to report that many of the companies exhibiting did very satisfactory business as a result of their display at Brandon. We produce herewith, a list of practically every concern that had machinery on view at the Fair, giving in detail the leading points of each individual exhibit, a feature which should interest implement dealers throughout the Canadian West.

Tractors, Threshing Machines and Implements

Commencing on the east side of the grounds the first exhibit encountered was that of the Cushman Motor Works of Canada, Winnipeg. That the binder engine is fast attaining a great popularity in agricultural circles was indicated by the constant attendance at the Cushman loca-

lief. The interior exhibits at the fair were quite up to those of former years, the horticultural display, as in the past, being a feature that attracted even the most jaded sight-seer. Considering business conditions the commercial organizations were well to the forefront.

It must be particularly gratifying to Manager Smale, and his corps of able assistants, to be able to point to the 1915 Fair as an indication of what can be done despite business pessimism and

tion. Cushman light weight, high speed engines were shown in all their adaptability to general purpose work. A 4 h.p. Cushman binder engine was operating a binder, while a 20 h.p., 2 cylinder, water-cooled Cushman was attached to a 24x46 Decker Separator, made by the MacDonald Thresher Co., Stratford, Ont., and Winnipeg. A 2-cylinder, 8 h.p. Cushman light-weight engine was also in evidence, as were a vacuum washing machine and a cream separator operated by a ½ h.p. gasoline engine. A set of samples of the Wagner Barn Door Hangers, sold by the Cushman Co., completed a very interesting exhibit.

The Bull Tractor Company of Canada, Winnipeg, had on display one of their three wheel light tractors, with special 5¼x7-inch motor. This popular tractor afforded great interest to visiting farmers.

The Rumely Products Co., La Porte, Ind. and Winnipeg, had on exhibit a 15-30 h.p. GasPull tractor, operating a 30x48 Advance separator with full attachments. A 15-30 h.p. OilPull tractor was operating a 36x60 Rumely Ideal separator, while a 30 h.p. portable OilPull engine completed this exhibit.

Nichols & Shepard Co., of Battle Creek, Mich., and Winnipeg, showed a 22x36 Red River Special separator, operated by a 17 h.p. "Manitoba" engine, also a 2-cylinder, 25-50 h.p. oil or gas tractor attached to a 32x52 Red River Special separator, fully equipped.

The Robert Bell Engine and Thresher Co., of Seaforth, Ont., and Winnipeg, showed a simple 22 h.p. steam engine operating a 32x54 Imperial separator with full attachments.

The Hart-Parr Co., of Charles City, Ia., and Portage la Prairie, had on view one of their 22 b.h.p. "Little Devil" tractors, attached to a 29x48 Money-maker separator, also a 27 b.h.p. Hart-Parr tractor operating a 33x56 separator fully equipped. Great interest was shown in the "Little Devil" which is the Hart-Parr Co.'s answer to the demand for a light-weight adaptable tractor for general farm work.

The Canadian Avery Company, Winnipeg and Regina, had on exhibit one of their 8-16 h.p. tractors operating a 22x36 separator with full attachments, also a 12-25 h.p. tractor driving a 32x54 separator. A 3-furrow Avery self-lift plow completed this exhibit.

The Waterloo Manufacturing Co., of Waterloo, Ont., and Portage la Prairie, showed a series

of their single cylinder steam engines operating the Waterloo Champion separators. A 25 h.p. engine was driving a 40x62 separator, an 18 h.p. engine a 36x56 separator, and a 22 h.p. engine, a 32x52 separator, all the separators being fully equipped. Particularly interesting in this exhibit was the display of combination individual threshing outfits, adaptable to the personal requirements of the farmer. These were a combination of the Waterloo separator driven by "Ideal" engines, as produced by the Gould Shapley & Muir Co., Winnipeg. A 20 h.p. Ideal drove a 24x36 Waterloo separator, while an 18 h.p. engine of the same make operated a separator, also 24x36. A 20 h.p. operated a 28x42 separator; a 10 h.p. "Ideal" a 24x36 separator equipped with straw-carrier, and a 12 h.p. "Ideal" a 24x42 Waterloo separator with straw carrier attachment.

The Huber Manufacturing Co., of Marion, Ohio, and Brandon, displayed a 15-30 h.p. Huber tractor operating a 22x40 Huber separator, also a 25 h.p. single cylinder steam engine driving a 36x60 separator completely equipped and with a special chaff-saving device. An 18x36 Huber separator, equipped with straw carrier was also on view.

The J. I. Case T. M. Co., Racine, Wis., and Winnipeg, had on view a 12-25 h.p., 4-cylinder gas engine attached to a 24x42 steel bodied separator completely equipped. A 10-20 h.p. Case drove an 18x36 separator, while an engine of the same size was attached to a 3-furrow automatic plow. A 20-40 h.p. portable engine, a 20-40 h.p. driving a 32x54 separator, and a 50 h.p. simple steam engine driving a 28x50 separator, completed the display of this company.

The Brandon General Agency of the International Harvester Co. of Canada had a very comprehensive display of their lines on view. A feature of especial interest in this exhibit, and one around which farmers crowded all day, was the display of corn machinery put on by the company. One Deering and one McCormick corn binders were shown, as also were corn planters and corn cultivators. With the increasing production of corn in the West, these machines are going to be a feature for dealers in the near future, and farmers generally are interested in this class of machinery. A full line of the gasoline-kerosene engines produced by the harvester organization was also on view. A 2-cylinder 45 h.p. Mogul was oper-

ating a 27-inch Aultman-Taylor separator, alongside which stood a 10-20 h.p. Mogul unattached. An 18-35 h.p. Titan tractor, equipped with an air starter proved an interesting feature. A 30-60 h.p., 2-cylinder Titan, a 25 h.p. gasoline-kerosene portable, a 20 h.p. portable, a 24 h.p. type C., and a 25 h.p. type D. were also shown. In the separator section of this exhibit were shown a 27-42 Aultman-Taylor separator, a 24-48 New Racine separator, a 24x42 Goodison, a 30x50 Buffalo-Pitts, and a combination outfit composed of a 10 h.p. I H C engine driving a 20x32 Goodison separator, while another individual threshing outfit was a 20x32 New Racine separator operated by an 8 h.p. I H C engine. A large ensilage cutter with blower attachment for silo use was also on view, also a No. 3 Vessot oat grinder and an 8-inch Vessot grinder. Water and oil tanks and wagons completed a very fine display of machinery.

The Sawyer-Massey Company, Winnipeg and Regina, had on view a 22 h.p. simple steam tractor, operating a 32x56 Great West separator with full attachments. A 25-45 h.p. gas tractor was also on view, alongside of which was a 22 h.p. engine. A 10 h.p. Ideal engine, by the Gould Shapley & Muir Co. formed a combination outfit in conjunction with an Eclipse separator.

The Manitoba Universal Farm Tractor Co., Winnipeg, showed one of their 9-16 h.p. light weight gasoline tractors. This machine has a 5x6½ inch motor of the 4 cycle double opposed type, and has three wheels; a rear wheel 60 inches diameter by 20 inches face, and two 42x6 inch front wheels. With a large capacity for haulage, and of sound design, this tractor proved of great interest to the many farmers present.

As well as having an interior display, of which we give details later, the R. A. Lister Co., Winnipeg, showed on the grounds one of their 9 h.p. Lister Gasoline Engines, mounted with a 24x33 Dore separator, forming an excellent combination threshing outfit for individual use.

The Garden City Feeder Co., Regina, showed two of their well known feeders, both straight and wing types being demonstrated.

Manitoba Engines, Limited, Brandon, had an excellent display of their widely known goods in their permanent building on the grounds. Portable gasoline engines of the "Manitoba" line were shown in 14, 17, 25 and 30 horse power sizes. "Manitoba"

stationary engines were also seen in operation, in 4, 7, 9 and 12 horse power sizes; while a very neat design of 1½ h.p. engine was in evidence acting as a pumping engine. Floor grinders of the plate type were exhibited in 7, 8, 10 and 12-inch sizes, while two-roll and three-roll grinders were also in evidence. Log and pole saws, emery stands and washing machines were also shown, along with a large variety of wooden pumps, grain baggers, tanks and troughs. Outside the exhibit an 8-foot Manitoba Windmill completed a very comprehensive display of the lines produced by this Brandon concern.

Gray-Campbell, Ltd., Winnipeg and Moose Jaw, had a nice exhibit displayed in their permanent building on the grounds. One of the Chatham kitchen cabinets sold by this company was on view, also a five-ton pit-less scale and a 2,000 lb. Chatham Farm Scale. Three of the well known Chatham Fanning Mills were also shown, these being in 25, 33 and 50 inch sizes. A finely finished laundry wagon, a school van, a steel body cutter with fore doors, equipped with top complete, an auto steel seat buggy, with top and equipped with a new parallel design of reach, were features in the vehicle display of the Gray-Campbell Company.

The Loudon Hardware Specialty Co., of Winnipeg, showed their line of hay and litter carriers, hay slings, hay forks, steel stalls and stanchions, etc. A section of steel stalls and mangers was permanently erected on a concrete foundation.

T. E. Bissell Company, of Elora, Ont., showed one of their 14 foot disk harrows fully equipped with eveners for a six horse hitch. These disk harrows are sold by the John Deere Plow Company throughout Western Canada.

The Brandon Pump and Windmill Works, Brandon, had on display a large display of their wood and iron pumps for both stock and domestic use. A model windmill pumping outfit attracted much attention in this exhibit. Mr. Cater also showed a 1½ h.p. engine, pumping windmill, pump jacks, sand pumps, galvanized tanks and troughs; altogether a very comprehensive showing of what this well known firm produces for farm use.

Beatty Bros., of Winnipeg, had on hand a large display of their popular sanitary barn equipment. Prominent in this exhibit were a series of cattle stanchions, mangers and water troughs, all set on a concrete

foundation and to be left by the company as a permanent exhibit. In front of the exhibit was a steel horse stall, flanked by hay forks, litter carriers, and B.T. feed carriers on the overhead carrier system that saves so much labor for stock raisers. This comprehensive display of barn equipment proved of great interest to visitors.

The Jackson Combination Sheaf Loader and Carrier Co., Brandon, had on display four of their combination sheaf loaders and carriers, which are drawn by four horses. These machines load, elevate and carry the sheaves, and are a new feature in harvesting machinery which attracted considerable attention among the visitors to the implement section of the fair.

The Stewart Sheaf Loader Company, Winnipeg, had on view one of their complete sheaf loading machines, a feature well known to dealers throughout the Canadian West. Visiting farmers at Brandon were; as in the past, attracted by the grain saving and labor-saving possibilities of this popular machine.

Our old friend, Henry Rustad, of Winnipeg, displayed one of

his "Meadows" Portable Grain Elevators, which handles grain to a height of fourteen feet and is fitted with a flexible spout. Mr. Rustad also showed a 2 h.p. "Woodpecker" electric starting engine, which drove an Automatic washing machine fitted complete with swinging wringer and bench, making an ideal outfit for farm women. Another Automatic washing machine was also on view at this exhibit.

The Prairie Grain Tank Co., Winnipeg, had on view one of their one-thousand-bushel grain tanks, and also a model of a combination grain tank and implement shed.

The Seed Grain Grader Co., Regina, had on view a couple of their recently designed seed grain graders. This machine is of good design and has a wide range of draft regulation and control of the speed of the grain passing through. It is simple in design and handles all kinds of seed grain. C. A. Torrance, the inventor, was in charge of this exhibit.

The Twin City Separator Company, Winnipeg, had displayed a comprehensive exhibit of their grain grading and cleaning mach-

inery. "Bull Dog" fanning mills have become an indispensable feature on many farms, and several sizes of them were on view, attracting great attention. A 1¾ h.p. "Bull Dog" engine was operating a 40-inch fanning mill with wagon box attachment. What invariably proves a drawing card in exhibits by this company is the perfect work done by the New Twin City Wild Oat separators and barley cleaners. Two of these machines were on view, while Mr. Grout, the manager, also demonstrated the latest, Model C, type of separator, a six-roll machine that is the most efficient mechanism of the kind we have seen for ease in operation and perfect results in cleaning the grain.

In the manufacturers building the R. A. Lister Co., Winnipeg, had a fine interior display, showing a Lister-Bruston farm electric lighting plant, driven by a 2½ h.p. Lister Gasoline engine. This plant has a capacity of 40 lights and is automatic in operation, starting whenever a lamp is switched on. A 5 h.p. Lister engine was also shown, along with two Premier cream separators of 400 and 500 lbs. capacity respec-

tively. Two Melotte cream separators, a 720 lbs. and a 400 lbs., were shown, these separators being sold by the Lister organization. A Lister grain crusher was also shown—a new machine that attracted much attention, also a new type of vise. The Boyd Electric Co., Brandon agents for the R. A. Lister Co., showed a washing machine in connection with the interior display of the latter company.

The Brandon Creamery and Supply Co., Brandon, showed three "Beatrice" cream separators of 600, 800 and 1,000 lbs. capacity per hour.

The Albertson Products Co., Minneapolis, showed one of their spiral sheaf loading mechanisms, a new machine with a novel design which it is stated has been tried out and proved in the Dakota harvest fields.

The Canadian Oil Companies, Winnipeg, had a very fine display of their thresher and gas engine oils, motor oils, greases, oil tanks and other features in their line.

The Albert Lea Gas Light Co. Moose Jaw, showed a display

(Continued on Page 7)

"ASPINWALL" POTATO MACHINERY

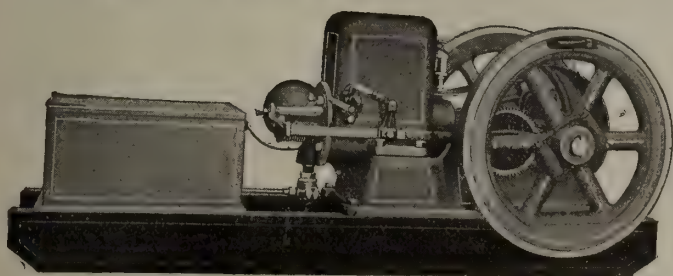
Absolutely the Best

CUTTERS-PLANTERS SPRAYERS DIGGERS SORTERS

Aspinwall Manufacturing Company

WORLD'S OLDEST AND LARGEST MAKERS OF POTATO MACHINERY | GUELPH, ONTARIO, CANADA

THE JUMBO LINE



High-grade Gasoline Engines

The engines of the JUMBO LINE are sure sellers for the implement dealer. Designed especially for economical operation, they are simple, durable and reliable. They appeal to every farmer by their steady action, accessibility and mechanical perfection. Made in sizes:

1½, 2½, 4½ and 6 Horse Power

Furnished on skids or on strong iron sub-base. Mounted on portable hand trucks if desired. With or without magneto. Water cooled; make-and-break ignition; hit and miss governor.

Implement dealers should write today for full particulars and prices of the JUMBO LINE. It is a money-maker for agents.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
Western Canadian Jobbers

Tudhope-Anderson Co. Limited

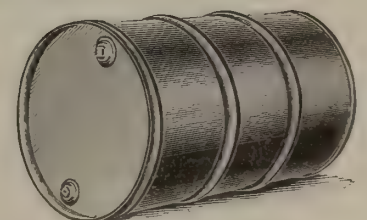
Winnipeg Regina Saskatoon Calgary



SHIPPING and STORAGE

**Welded Steel Barrels
for Gasoline and Oil**

Profits are awaiting the wide
awake Implement Dealers
who show these to customers



Write for Literature and Prices. Order a Sample.

Winnipeg Ceiling & Roofing Co., Ltd.

Manufacturers of Sheet Metal Building Goods

P.O. BOX 3006 F.I.

Winnipeg, Man.

The Value of Manures

By Dr. F. T. Shutt, Dom. Chemist

To the implement dealer, the manure spreader is becoming a staple line to handle. The value of manures and fertilizing agents are not given the consideration which the subject merits. The following statements by Dr. Frank T. Shutt, M.A., Dominion Chemist, give some phases of the value of manures which should interest those connected with any phase of the farming industry:

"We understand now from recent researches that the soil is crowded with micro-organisms, bacteria, and these perform a very useful function. Their prime function is to convert unavailable plant food into available forms for crop use. They feed on this humus-forming material, provided the soil is warm, moist and well aerated. The more we can give them the more they thrive and develop. It follows that the more available plant food we have in the soil the larger will be our crop yields, speaking roughly, other things being equal. So that it is evident there are many useful functions that this humus material has to perform in the soil. Apart from the purely chemical one of plant food, it has a biological function in supporting the life of the soil, and it has a mechanical and physical function in improving the tilth. These

are the reasons why I say that manure has a greater value than might be indicated, than is indicated, by its percentage of plant food, and that is really the fundamental difference between manure and fertilizer. Manure furnishes a large amount of this humus-forming material; and, more than that, it supplies with it the elements for these soil bacteria to live on and to transform into food useful for farm crops.

"There will be a larger return from a limited amount of manure by lightly turning it under, or by merely carrying it into the prepared surface, as by discing, then by burying it by deep plowing. Of course, there are soils which need deepening, and that should be done gradually; and there is no doubt that the deeper the surface soil is, the better condition the soil is in to conserve moisture. But we have to consider that we have only a limited amount of manure—and unfortunately it is in all too small quantities on the majority of our farms—and we have to make the most of it. Consequently, we think it is going to be a more profitable practice to keep the manure comparatively near the surface.

"We do not mask the fact that rotted manure, weight for weight, contains more plant food than

fresh manure. That is, a ton of rotted manure will contain more plant food than a ton of fresh manure, and it is very easy to understand why this is the case; yet, nevertheless, when you make a practical field test you find that the yield from a ton of fresh manure is almost equal to the yield from a ton of rotted manure.

"We have done a considerable amount of work, and others have done more work, at our branch experimental stations, with regard to the changes that take place in the rotting of manure; we have traced the losses which inevitably follow, and we have determined these losses under various conditions. We know very well, as everybody else knows who has done any experimental work on this important problem, that it is impossible to rot manure without some loss, even under the very best conditions. Further we undertake to say this: that on the ordinary Canadian farm, and I believe we are conservative in this, that where the manure is not at once utilized by being put into the soil, or on to the soil, the farmer is losing one-third to two-thirds of the initial value of that manure."

and factory operators about equally for this undesirable flavor.

They have found that some of the buttermakers have their engines in the same room with the cream vats and churn. They also complain that on too many farms the separating is done by gasoline engine which is near the separator, and naturally tends to impair the quality of the raw material sent to the factory.

To aid in remedying these conditions and to increase the price received for Wisconsin butter and cream the dairy department of the University of Wisconsin makes these recommendations:

That whenever possible the engine be kept in separate room;

That all grease and oils be stored away from the separator and creamery apparatus;

That every reasonable precaution be taken to prevent draughts of air from blowing into the creamery from the engine room;

The exhaust of the engine should discharge outdoors and sufficiently high to prevent any odors from returning into the separator room.

The Silo

If the farmer is to offset the high cost of living for his stock, the sooner he must reduce the high cost of production by erecting and using a silo. With it he can meet his problems and defeat adverse climatic conditions. The farm is a factory where finished products are made from raw materials, and the man who raises stock without a silo loses more than 40 per cent of his income. Profit is the difference between cost of production and selling price; to lower the cost of meat production a silo is necessary. It is high time that the up-to-date dealer had interested himself in the silo, the greatest help that the stock farmer can have.

Factories Busy at Hamilton

The International Harvester Co. recently announced that it will have 1,500 more men employed at the works at Hamilton, Ont., by the beginning of August. On July 19th the malleable iron factory opened and the whole plant is now in practically full operation. The increased activity is caused by orders for implements from the West. The Oliver Plow Works, also at Hamilton, will soon be working at full capacity.

Canada's Crop Acreage

In Canada this year wheat is estimated to occupy a total area of 12,896,000 acres, an increase of 14.8 p.c. over the area sown in 1914, and more by 25 p.c. than the area harvested in 1914. This is the largest area ever sown to wheat in Canada. In the Prairie Provinces the total area in wheat is 11,659,700 acres, an increase of 2,324,300 acres, or 25 p.c., over that of last year.

Oats are estimated to have a total area in Canada of 11,427,000 acres, an increase of 13 p.c.; barley, 1,518,400 acres, as compared with 1,495,600 acres in 1914; rye, 106,440 acres; peas, 189,470 acres; mixed grains, 453,025 acres; hay and clover, 7,788,400 acres; alfalfa, 94,480 acres.

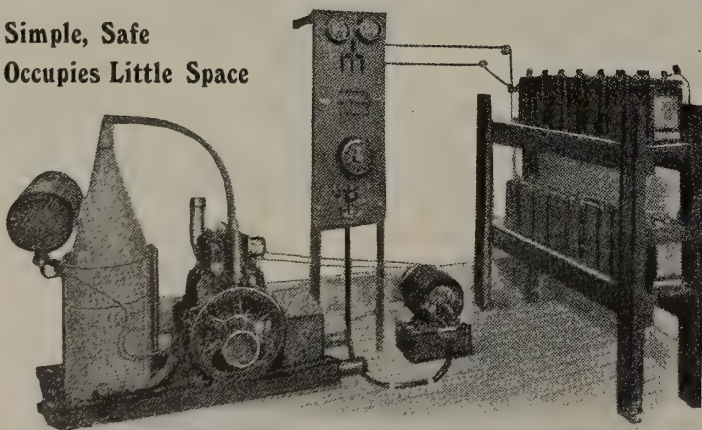
The Engine and the Dairy

Although one of the dairyman's best helpers his gasoline engine will, unless properly installed and operated, cause a reduction in his butter or cream check.

Buyers on some of the markets of the Middle West report that the amount of butter, cut because of gasoline taint, is steadily increasing. They blame producers

SELL THIS LIGHTING PLANT

Simple, Safe
Occupies Little Space



CUSHMAN STORAGE BATTERY—4 H.P. ENGINE

The Engine shown is the Cushman 4 H.P. type. Throttle governed and equipped with Schebler carburetor. Steady-running, quiet, unequalled for generator operation. When not driving the dynamo this engine can be used on the binder or for grinding, sawing, or any power job on the farm.

The Switch Board is fool-proof; fused and fitted with automatic switch. Battery or generator cannot be overloaded or short circuited.

The Cushman Storage Battery for farm use is perfect in design. Plates will not buckle or sulphate. Highly efficient—a practical battery for farm lighting.

Farmers are interested in Electric Light Plants. They are inquiring about them. Get this Agency. Write to-day for full particulars.

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 PRINCESS STREET WINNIPEG, MAN.

Exclusive Selling Agents for: Fanning Mills, Smut & Pickling Machines, Washing Machines, Lincoln Saws and Grinders, Incubators, Hoists, Cream Separators, Grain Elevators, Wagner Hardware Specialties, etc.

Harvest on the Prairie

By Sir Gilbert Parker

What is Western Canada in reaping time? A sea of gold it is, with gentle billows telling of sleep and not of storm, which, like regiments afoot, salute the reaper and say: "All is fulfilled in the light of the sun and the way of the earth, let the sharp knife fall." The countless million heads are heavy with fruition, and sun glorifies and breeze cradles them to the hour of harvest.

Arcady? Look closely. Here and there, like islands in a shining yellow sea, are houses—sometimes in a clump of trees, sometimes only like bare-backed domesticity or naked industry in the work-field. Also, rising here and there in the expanse, clouds that wind skyward, spreading out in a powdery mist. They look like the smoke of incense, of sacrifice. Sacrifice it is. The huge steam threshers, the powerful gasoline tractors are mightily devouring what their servants, the lines of binders, have gleaned for them. Soon, when September comes, all that waving sea will be still. What was gold will still be rusted gold, but near to earth—the soul

of the grain now lying in the vast elevators by the railways, awaiting transportation east and west and south, and across the gray seas.

Not Arcady this, but a land of industry in the grip of industrialists, whose determination to achieve riches is, in spite of themselves, chastened by the magnitude and orderly processes of nature's travail which is not pain. Nature hid her internal striving under a smother of white for many months, when what is row gold in the sun was a soft—sometimes, too, a hard—shining coverlet like unpacked wool. Then, instead of the clouds of incense from the threshers, only was seen the blue spiral of smoke from the lonely shack. The farmer waited for spring, comforting himself with the thought that far under the snow the good plowed soil was waiting, and when the white frost will fly out of the soil into the sun it will push upward and outward, green and vigorous, the growing things of nature. So, through the far-off sound of the

threshers, comes a human voice declaring by its joy in song that some soul, as well as God, looks upon the world and finds it good.

Directory Warfare

Uncle Ephraim's sympathies were all with the Allies. "Man," announced he, "has you heard 'bout dem Allies? Dey's got a gun what kin hit you if it's twenty-three miles off."

"Lawsie, that ain't nothin'," sneered a colored partisan of the opposite camp. "De Germans, dey can hit you if dey jess has yo' address."

BRANDON FAIR

(Continued from Page 5)

of their lamps for home or general use, each lamp being a complete lighting system in itself.

The Winnipeg Steel Granary and Culvert Co., Winnipeg and Regina, had on view one of their portable steel granaries, a square granary of good design and easily erected. Alongside it were exhibited galvanized tanks, troughs and culverts produced by this company, sheeting and siding, gasoline tanks, water and hog troughs, metal shingles, etc.

Guaranteed Gas Saver



TRADE MARK REGISTERED

Automobiles, motor boats, trucks, and motor cycles equipped with new "Made in Canada" LESGASS Device gives three to five additional miles per gallon; enables FORDS and all other cars to creep along at less than five miles an hour on high gear. The LESGASS Device gives any gasoline engine greatly increased power—from 10 to 100 per cent on slow and medium speeds. Makes the noisiest engine comparatively silent.

Installed by Anyone in Ten Minutes

The LESGASS Device is simply inserted in the intake pipe. Once in place it never requires any attention, and, besides paying for itself each month in gasoline saved, and general engine efficiency, will last longer than the engine.

Absolutely Guaranteed

We will forward, prepaid, a LESGASS Device on receipt of price, \$3.00. Try it for ten days at our risk; if it fails to do what we claim, your money promptly refunded. State diameter of intake pipe, or name of car on which test will be made.

Letters of endorsement and complete information concerning this wonderful invention will be mailed, free, upon request.

North American Manufacturing Co.
904 SOMERSET BLOCK WINNIPEG, MAN

Agents Wanted Everywhere for this High-Class Proposition

Grand Prize Panama-Pacific Exposition AWARDED TO DE LAVAL CREAM SEPARATORS

As the Highest Award has been at every International Exposition since the invention of the Centrifugal Cream Separator in 1878.

And likewise as at all previous expositions, all higher dairy product awards at San Francisco have been made to users of De Laval machines.

DE LAVAL DAIRY SUPPLY CO., LIMITED

WINNIPEG

VANCOUVER

MONTREAL

PETERBORO

When Father Ford Builds Tractors

Of late the press has announced at some length the fact that Henry Ford has bought 1,000 acres of land near Detroit, on which he will build a tractor factory to employ 20,000 men. A prominent Chicago journal states that this tractor will cost only \$200 and will have the regular Ford engine. In reply to an enquiry by the Weekly Implement Trade Journal, the Ford Company, says:

"We have no information to give out concerning this product, as it is not yet ready for the market. We have the tractor all right. It has been thoroughly tested for several years, and it will do the work for which it is intended. We expect to sell it at a very low price, but the question of manufacturing them in the quantities which will be called for has not yet been decided upon. And until we are able to place this tractor on the market, so that deliveries can be made promptly, we do not wish to say anything further about it.

"The Ford farm tractor will, in all probability, be placed on the market through the regular sell-

ing organization of the Ford Motor Co. The agents of Ford cars will likely be the agents for the tractor. But, we repeat, we cannot at this time even anticipate just when we will be ready to announce the tractor prices and the time of delivery."

This proves in the optic the price statement made by the Chicago daily above mentioned, but there are other phases to the situation. There is at present an epidemic of small tractors. When Father Ford enters the field there is a likelihood of cold feet being apparent among those who are now pushing the light weight general purpose tractor. To which we would simply say: "The more the merrier." If the Ford organization are going to put a tractor on the market at "a very low price," it stands to reason that it will not be sold on long time terms. The success of the automobile industry has been due, in great part, to the business being done more nearly on a cash basis than is the case in the implement business. The agricultural implement business has been far too long a system of

loan business to the farmer, while his cash went largely for other commodities often less essential. If the Ford tractor is to be sold at a low price it will be sold without an agreement as to terms that stretches settlement away into the future history of the race. It will sell on a cash basis, which is the right system, and which will be an impetus that will hasten the long sought for day when more cash sales and less credit will be a feature that will mean greater prosperity for all engaged in the machinery business.

Wide Implements Solve Agricultural Problems

While Canadian troops save the situation in the fields of Flanders, wide implements and four-horse teams are saving the situation in Canada, says the Farmers' Advocate, of London, Ont.

"Notwithstanding the fact that many men have been out of work in the cities, towns and larger villages labor is scarce in many districts, while in others where farmers have been "held up" by high wages for several years they have decided to put in all they can themselves by the use of wide disks, cultivators, harrows and

drills, and let the man who will not work unless he can get the "top" wages wait until haying and harvesting for his innings, which, with modern improvements and machinery for harvesting, will be short. Nothing is so valuable to the farmer to-day as wide implements and wide machinery. They are making him really "independent." Whether he gets an extra man or not does not worry him like it once did. He knows he can accomplish a great deal with the help he has. One man does the work of two in seeding, and does it even better than two used to do it with the little old-fashioned soil-ticklers once in common use. Seasons are too short to permit of the slow progress of narrow implements and machines. Mechanical devices are cheaper and more efficient than extra human labor. The manufacturer uses all of them he can and makes money; the farmer might as well take a leaf out of his successful neighbor's book. Canadian farmers could use more good men to advantage, but they could also use much more wide implements which have put the seeding in so quickly and so well this season, and will harvest it just as satisfactorily."

The above is sound sense, and contains a wealth of argument and selling points for the implement retailer; but, in Saskatchewan, at least, legislation has made it so that the dealer is practically afraid to assert that a plow will plow or that a seeder is an improvement on the ancient methods as used in the days of Moses. We want the farmer to farm better—but we are hampered on every hand by freak legislation that is said to be for his benefit. For the farmer the new Act, in that province, is assuredly a declaration of "Independence." Nuff sed.

Heavy Oil Necessary

Implement dealers should advise their customers to see that a heavier grade of oil is used in hot weather, especially upon autos, tractors and gasoline engines of all types. The lubrication of the automobile, tractor, etc., is very important during the hot and dusty season. The heat causes the oil to be very thin and to run off the bearings freely. This necessitates more frequent applications. A heavy grade of engine oil is best adapted to the motor during the summer months. This will cause much less trouble from the formation of carbon deposits due to the leakage of oil past the cylinder rings.

Western Canada



IMPLEMENT DEALERS, HARDWARE STORES and PUMP MEN

"Manitoba" wood and iron pumps are satisfactory to thousands of farmers in Western Canada. Other dealers are handling our lines because of convenience in always being able to get repairs. If you are not buying from us, try a sample. We are the largest manufacturers of iron pumps and brass cylinders in Western Canada and the second largest manufacturer of wood pumps.

Ask for catalogue and our agency propositions.

Manitoba Engines Ltd.
Brandon, Man., and Calgary, Alta.

What One of our Dealers Did

DURING 1912, one implement dealer in Western Canada sold twenty-two STEWART SHEAF LOADERS. Up to date this year he has sold nine, netting him a commission equal to what he would make on several carloads of binders. Selling the

Stewart Sheaf Loader

means several important factors to every dealer. The farmer gets his grain marketed more quickly, and loses none; takes care of his machinery obligations; puts money in circulation in the community at an earlier date; in short he is a better customer from the local merchant and implement man's standpoint.

This year STEWART SHEAF LOADERS are going to be a vital necessity, because of heavy crops and existing shortage of competent help.

What one dealer did, you can do! Don't delay, write now for full particulars.

The Stewart Sheaf Loader Co. Ltd.

WINNIPEG

MANITOBA

Cost Knowledge for Merchants

Edward N. Hurley, vice-chairman of the U.S. Federal Trade Commission, an organization that is carrying on a large program of constructive activity in the aid of business, recently pointed out that the country storekeeper and the retail merchant as a rule do not get at the banks credit that they ought to receive, owing to the fact that they are unable to present balance sheets in accordance with good business practice. Mr. Hurley pointed out that these merchants have brains, ability and knowledge of their wares and their customers, but that they did not speak the language of the banker in that they are not able to present a statement showing their true assets and liabilities.

Frequently a business man with a credit of a few hundred dollars at his bank, based wholly on personal grounds, would, if he could produce a reliable balance sheet, readily obtain several thousand dollars, which would enable him to expand his business along sound lines. Failing to obtain it, his business is limited and confined.

Ability to borrow at the bank has a far-reaching effect on all credit, because to the bank, primarily, are directed inquiries for a rating of a manufacturer or merchant seeking credit for goods. An unfavorable or non-committal report from the bank results in a curtailment of opportunity. It also checks expansion.

Bankers are in business to lend money to business men, and recognize that loans made on balance sheets that are sound are desirable loans. The banker will welcome any standard form of statement that will permit him easily to ascertain the exact liabilities and assets of his customer.

The Federal Trade Commission is perfecting a system whereby any manufacturer or merchant, on request, may receive (a) an approved form for presentation to his bank when seeking credit; (b) a form designed to show accurately and concisely his assets and liabilities, stock on hand, etc.; (c) a form of double entry bookkeeping adapted to his class of business, as well as (d) a form and method of arriving at costs, also adapted to his line of business. All of these sample forms will be simple in character and can be supplied by the local printer.

Looking Ahead

It will not be long before the dealer will be figuring on his requirements for another year. For late fall, winter and early spring business he must study his trade possibilities. Of late many dealers have been slow, possibly with wisdom in the step, to make contracts. Small orders were placed, dealers depending upon re-orders to keep up their stock. While last year, with a medium crop and poor business conditions, such a step was justifiable, but

we face a different condition this year. Everything points to the fact that the farmer will harvest not only the best but the most valuable crop ever gathered in Canada. This will mean a great circulation in money, and for two or three years farmers have not been so heavy buyers as usual, consequently the majority of them will have to purchase goods this fall and winter unless they want their farm efficiency to suffer through an erroneous idea of economy.

Many men have bought automobiles in the past two years, and will find that this year they will have to expend money on implements they should have purchased before. In fact we may expect farmers this year to purchase largely of what they have deferred buying in the past two or three years. It would, of course, be wrong for the dealer to contract for a stock out of proportion to his probable needs, but every dealer should be able to give a fair estimate of the number of plows, for example, which he will require for the next six months. To order early is to avoid disappointment. To be sure that the goods are on hand is to have the assurance that you can give better service.

Profit with Washing Machines

The merchant who caters to a farming district is particularly well situated to handle power washers profitably. The sale of a washing machine usually means the sale of a gas engine as well. The profit on these is certainly as large as on the majority of the items sold. Very little floor space is needed, and no technical knowledge is required to sell it. It is as simple for the dealer to understand and sell as it is for the housewife to own and use.

The opportunities for easily increasing his profits which the power washer places before the average merchant are simply amazing. There are few articles that possess such enormous sales possibilities as the power washer. The number of homes that not only need, but can well afford to buy, a power washer run into the millions.

Remember

Don't laugh at those who make mistakes and stumble on the way, For you are apt to follow them—and almost any day; Don't think the others shifting sand, while you are solid rock. And don't forget for heaven's sake, that any fool can knock.

The New Improved "Taggart" Portable Grain Elevator

The most economical machine that the dealer can handle. Saves his customers time and money; takes the drudgery away from handling grain. The New Improved "Taggart" is made in the West—for the West. It is the best elevator made, and at a price that makes sales certain.

Great Capacity—Low Cost

The "Taggart" gives the highest efficiency obtainable in grain elevating machinery. Handles 750 Bushels per hour with ease. Made of the best materials, yet produced at a lower price than any other grain elevator. It will last a lifetime. Strong worm conveyor, large buckets and flexible spout that delivers the load at any angle or height up to 21 feet.

DEALERS:

Get in line now for the sale of the "Taggart" Elevator. Handle the best and create satisfied customers.

A Letter will bring you our Liberal Proposition

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 PRINCESS STREET WINNIPEG, MAN.

SAVES
TIME,
GRAIN
and
MONEY



This Granary Will Save You Time, Money And Work It Is The Best Protection For Your Grain

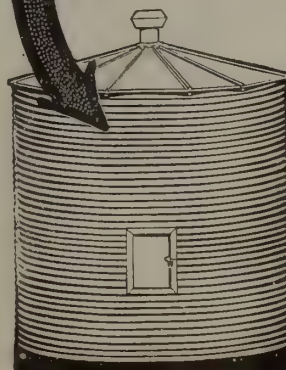
The Implement Dealer who sells the "Eastlake" Portable Granary, can make the above statement to his customers with the knowledge that he is selling them the best. It protects grain from damage by fire, weather or vermin. Grain is too valuable this year for farmers to take chances. Sell them the

The "Eastlake"

Portable

Corrugated Steel Granary

Easily moved from place to place. Appeals to every farmer, this means profit and prestige to dealers who handle it. The man who buys "Eastlake" Granaries saves time and labor when threshing. Get Agency Proposition NOW.



The "Eastlake" is the strongest, tightest, and most durable granary made. Heavy, galvanized, corrugated steel is used insuring great strength and rigidity. It will last a life-time. Costs less than wood. Write for complete information.

We Manufacture all kinds of Sheet Metal Building Materials

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797 Notre Dame Ave.

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King and Dufferin Sts.

The Magneto: Its Mechanical Features

The importance of the ignition system to the gas engine cannot be overestimated, and the modern magneto is a subject with which the implement dealer and engine dealer should be conversant. We give herewith a few excerpts from an address given to the National Gas Engine Association by F. B. Williams, of the Sumter Electrical Co., Ltd.:

"In discussing the present-day magneto of course we will consider separately the make and break and the jump spark. We will define the make and break as ignition in which the source of current is of such low voltage that the spark must be produced by a mechanical break of a closed circuit; this break taking place at the point where the spark is desired, that is, in the combustion chamber. We define the jump spark as the development of a current of sufficiently high voltage to jump between two fixed points in the circuit known as the spark-gap. A current can be produced by generation or by induction. An electric current is generated when a conductor revolves in a magnetic field in such a manner that its coils cross or cut the lines of magnetism. A current is induced when the magnetism of a core around which a conductor or coil of wire is wound is suddenly reversed, or when the core of a coil or armature is suddenly magnetized or demagnetized.

In a modern magneto the magnetic field is in the form of permanent magnets, the use of which makes it possible to produce a current at much lower speeds.

To produce a good current in a modern magneto, the parts are so arranged that the armature or the core of the coil has its magnetism reversed or suddenly raised or lowered by a change of its position relative to the mag-

netic lines which are produced by a field of permanent magnets. This is exactly what takes place when the armature of a magneto of the conventional form is turned one-half or even one-sixth of a turn.

In a direct current generator it is necessary to commutate the current. A considerable number of coils are revolved in the magnetic field, each coil is connected to a separate segment of the commutator. Two or more brushes are applied to the commutator in such a manner as to keep the current flowing in a constant direction; hence, the term "D.C."—direct current.

Low Tension Design

The better and later practice in low tension design is what is known as the alternating current magneto. Instead of using a number of coils and commutating the current, a single winding is used. In this there is generated or induced two distinct waves of current, one positive and one negative, during each revolution of the armature. These current impulses are very much stronger in proportion to the armature speed than the current produced by a direct current magneto.

The modern alternating current "gear-driven" magneto for make and break, therefore, consists of the following parts: A substantial housing or structure which supports permanent magnets and carries end plates with supporting bearings for the armature. Permanent magnets properly fitted and secured to this structure. An armature that is mechanically substantial and so proportioned and constructed as to give the best results electrically. The armature winding and means of conducting the current from this winding to a fixed terminal,

marks exterior to the instrument whereby the position of the armature relative to the frame or magnetic field may be determined at a glance.

In selecting a magneto it is well to look at the general reputation of its manufacturers and the success that they have attained. In making tests, two important items are: Successful operation at low speed and the range or the amount a magneto can be "out of time" without materially affecting its operation.

The perfection to which this type of magneto has been developed and its great popularity due to perfect success, when used in connection with an igniter of proper design, is one of the striking improvements in stationary engine ignition during the past few years.

The Use of Oscillators

In the oscillator we have a method of ignition embodying the same principles employed in generating current, as is the case in rotating magnetos; a change in the relative position of parts which causes a rise, fall or reversal of magnetism in an iron core around which is wound a coil of wire. Springs are employed in order to produce a quick throw of a rotor or inductor. Energy is stored up by a gradual distension of the springs and the instrument is so designed that when the oscillator trips and the parts are thrown back to normal position, a sudden impulse of current is developed. The quick movement that is obtained by this method makes it possible to use an instrument that would be of no value when used as a rotating magneto except when driven at a very high rate of speed. In other words, the oscillator method of generating a current produces the necessary current value independent of the speed at which the motor is driven. It is in this respect that oscillators have a certain advantage on large engines.

The oscillator also has disadvantages which recent developments have largely overcome. A successful oscillator and well designed plug entirely eliminate the use of batteries, and are bound to grow in popularity. A magneto that is superior when gear driven makes a superior oscillator when properly mounted. There is no advantage or necessity of using an oscillator on a small high speed engine.

High Tension Magnetos

The same relations exist between the high tension and low tension magneto as exist between the jump spark and the make and break coil. A high tension mag-

neto has the same parts corresponding each to each as a jump spark coil with the addition of the permanent magnets. In the high tension magneto, the instrument itself produces its own primary current and transforms it to the necessary voltage. If the magneto is designed for two or more cylinders, means are provided for distributing the high tension current to the desired number of terminals. There is a so-called high tension type of magneto that is simply a low tension with a circuit breaker and distributor, the transformer being a detached non-vibrating coil. These are less compact than the pure high tension self contained type. The pure high tension magneto stands out prominently as the best ignition for high speed multi-cylinder work. Its success in the automobile field has established its popularity."

Why the Tractor?

The demand for modern power machines on the farm increases the value of the tractor as a source of convenient, cheap and ready power to the farmer. He can do his plowing when the ground is in the right shape and get it done in time. He can, with several binders, quickly harvest his wheat, no matter how hot the season. He can put up his ensilage when he is ready, and if he has his own outfit, he can thresh when he is ready. He is independent and can plan his work with confidence that he will, to a large extent with this flexible "one-man" tractor, be independent of traveling labor, and his costs will be reduced as during a good part of the year he can have the machine at some work on the farm.

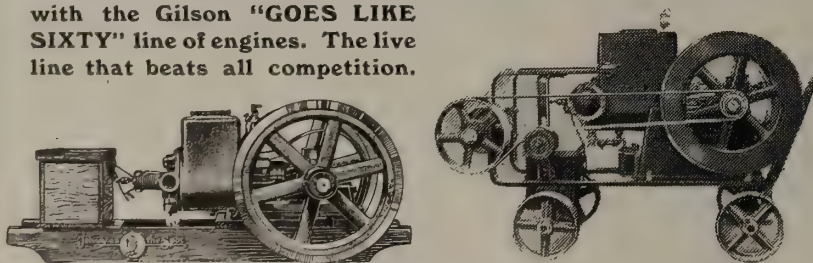
Meeting Two Evils

The two great evils in the retail implement trade to-day are the catalogue house and the manufacturer selling direct to the farmer, or farmers' co-operative buying. To the catalogue house, give as little advertising as possible. Say nothing about them until Mr. Farmer speaks first. Then show him at once where you can beat them, which you can do if freight and equal goods are figured, to say nothing of the service you might render or furnish repairs when needed.

As to the manufacturer selling direct to the farmer, we believe if the local dealer is a live wire and quick to supply the needs of his territory, then there will be very little chance for direct selling.

Get the Bulk of the Engine Business

with the Gilson "GOES LIKE SIXTY" line of engines. The live line that beats all competition.



Send for our money-making proposition

All sizes. From \$47.50 up.

GILSON MANUFACTURING CO., LTD.

P.O. Box 671

Winnipeg, Man.

Long Credit as a Cumulative Curse

On every hand we hear merchants coincide in the statement that it is costing entirely too much to carry accounts and make collections after goods are sold, besides the amount of money invested in the accounts. This, with many merchants, is making it impossible for them to discount. Goods sold and put on the ledger to be settled in, say twelve months from date is only one turnover per year for that amount of money invested in your business. The banker does not take the viewpoint that the retailer should be allowed to do business on his money. He is willing to loan the merchant money to discount, but when the goods are sold, the bank expects the retailer to have the money to pay the loan. It is obvious that the loan cannot be paid if the goods are sold on long time book accounts. The merchant is then between the customer who owes him and the bank or jobber to whom he owes cash.

By this system of long credits the merchant is inevitably ground between two millstones. It is a triangular form of progression. One retailer does it because two others in the same town do,

while they individually, point at the other two men as the reason why they must give long credit. Yet each man is aware that it is a ruinous way to do business.

An exchange points out that Minnesota towns each have \$100,000 to \$500,000 or more invested in book accounts, and it is the retail merchant that is carrying the investment. In many cases the retailer has all his investments on his books and also some that belongs to his bank or jobber. Consider the fact that five hundred town with book accounts averaging \$100,000 each means the huge total of \$50,000,000. That shows, as, nothing else, where long credits land the merchant who indulges in them.

False Warranties

We have heard much of warranties lately, and of the responsibility of the principal for representations made by the salesman. Should a salesman make false statements undoubtedly the employer is responsible for them, and must straighten out the matter with his customer, even to the extent of taking back the goods and refunding the money paid—and even further than that he is liable for any loss which the customer sustained. This is only

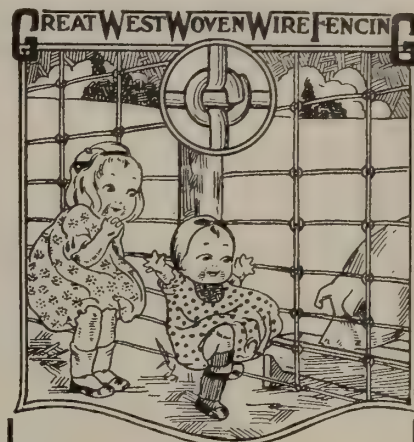
reasonable, says Elton J. Buckley, a legal expert, because making representations and warranties about the goods is clearly within the scope of the salesman's authority, since that is an integral part of the business of selling, which the salesman is employed by his master or manager to do. An irresponsible salesman can involve his employer in more legal liabilities in a day than the employer can straighten out in a year. The moral is to have good salesmen, with an idea of what their duties are, and without hair-trigger jaws!

Who Wouldn't Be One?

Manufacturer, business man, wholesaler and retailer cry about hard times, but the farmer and stock raiser are enjoying the fruits of prosperity brought about by the warring nations in Europe. Especially fortunate is the farmer who has been able to hold a big crop of wheat, for the meal ticket problem does not need to worry him unnecessarily.

One son of the soil, George Drumheller, Walla Walla, Wash., recently received a check for

\$200,262 for his year's crop at \$1.00 a bushel. His farm covers several thousand acres, and it took 180 grain cars to remove his product.



PRICE

for a wire fencing must be considered conjunctively with quality and appearance, never alone.

Unless the quality of wire and workmanship are beyond reproach, the price ceases to be attractive.

Our "Great West Woven" Wire Fencing combines high grade quality, trim appearance and excellent workmanship—when properly erected it is there to stay.

"The Fence that Helped to Build the West."

Write for Prices and Catalogue.

THE
Great West Wire Fence Co.
LIMITED

76-82 Lombard St., Winnipeg, Canada.

"Lion Brand" Rubber AND "Savnac" Canvas Endless Belts

"The Threshermens' Friends"

They are the "guards" that will never betray their trust under any pressure at threshing time—or at any time.

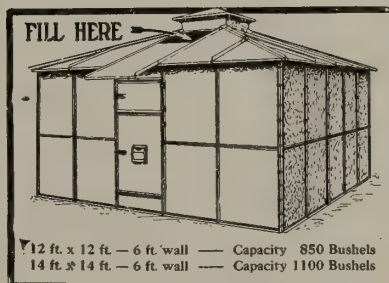
ASK THE USER

Gutta Percha & Rubber Limited

Winnipeg Regina Saskatoon Calgary

NOT IN ANY TRUST OR COMBINE

WE MAKE ANYTHING IN SHEET METAL



12 ft. x 12 ft. — 6 ft. wall — Capacity 850 Bushels
14 ft. x 14 ft. — 6 ft. wall — Capacity 1100 Bushels

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GRANARIES
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BUILDINGS
CULVERTS
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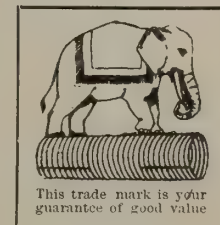
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WINNIPEG MAN.

GET OUR PRICES!

Our sheet metal products are best by every test. They have withstood the climate and usage test for years.

The superiority of our products is proved by the fact that more farmers are calling for them every day.

Our factories are equipped with the most modern machinery, our workmen are efficient, and owing to our buying possibilities we are able to sell you the very best sheet metal products at very low prices.



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about our
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and our
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Mark an X in the square opposite the item you require information about. Remember in dealing with us you get rock bottom prices.

Winnipeg Steel Granary & Culvert Co., Ltd.
Dept. C.F., Winnipeg

Gentlemen: Send me particulars and prices on

☐ Square and Round Granaries, Tanks and Troughs

☐ Portable Buildings

☐ Metal Roofing and Siding

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NAME.....

ADDRESS.....

Thirty-six Highest Awards to *Decision of San Francisco Exposition*

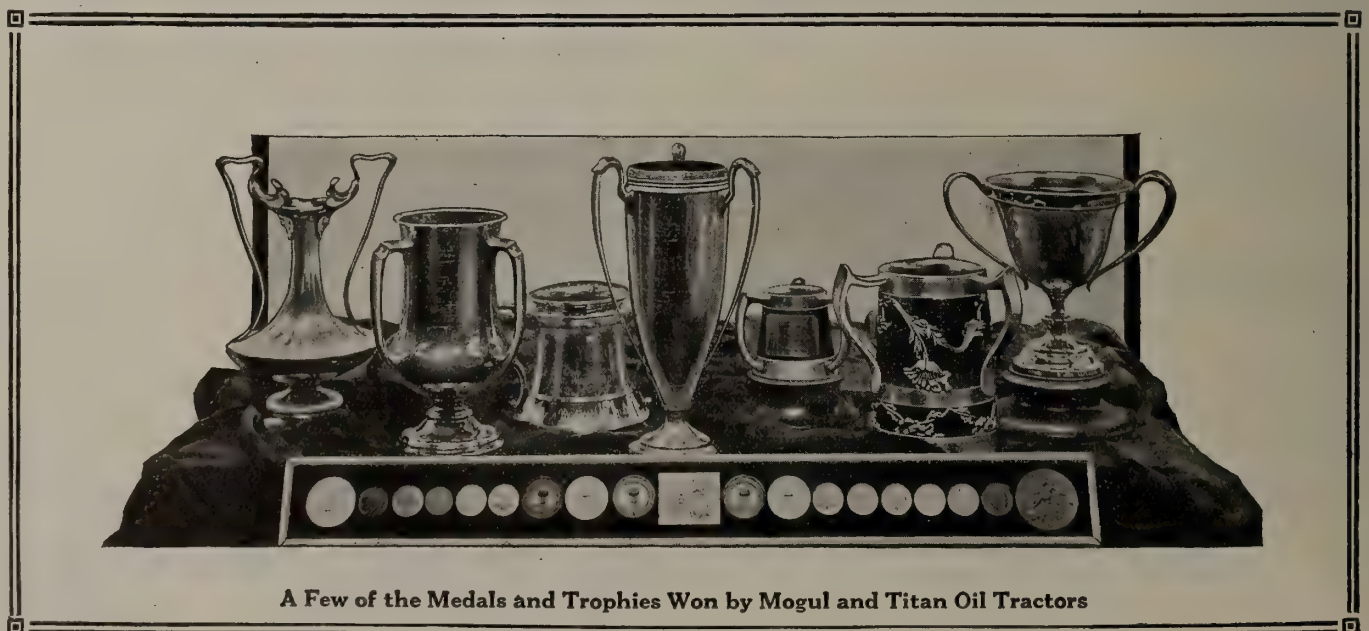
A New World's Record

Thirty-six First Prizes, the largest number of Highest Awards ever given for an exhibit of farm implements anywhere—that is the new World's Record made by the International Harvester Exhibit at San Francisco.



In 1851, when Cyrus H. McCormick exhibited the first practical reaper at the World's Fair in London, he was not only given the highest award of that great Fair, but the judges in rendering their decision said—"The McCormick reaper is the most valuable article contributed to this exposition, and for its originality and value, and for its perfect work in the field it is awarded the Council Medal."

Since 1851, it has been the Company's practice to show and demonstrate its machines at every opportunity in competition with any and all comers. The idea then and now is to let the people judge, after open test and trial, which machines are best. Invariably, at every exposition, exhibition and test, the expert, impartial judges appointed to make the awards have given International Harvester machines the highest honors.



A Few of the Medals and Trophies Won by Mogul and Titan Oil Tractors

INTERNATIONAL HARVESTER COMPANY OF CANADA, Ltd.

Brandon, Man.,

Calgary, Alta.,

BRANCH HOUSES:

Edmonton, Alta.,

Estevan, Sask.

Hamilton, Ont.,

Lethbridge, Alta.,

London, Ont.,

Montreal, P. Q.

International Harvester Exhibit

Judges In Line With Popular Opinion



The judges of agricultural exhibits at the Panama-Pacific International Exposition gave to the International Harvester Exhibit as a whole, and to practically each machine in particular, the highest award of the Exposition, thus approving the good judgment of the dealers and farmers who believe International Harvester machines to be the best the world affords.

On these pages we show photographs of a portion only of the awards made to International Harvester machines in open competition at previous world expositions and demonstrations held since 1851 in every part of the

civilized world. To these must now be added the recent decision of the judges at San Francisco, who awarded to International Harvester machines the highest prizes given on the following exhibits:

Highest Awards Given To These Machines

Grain Machines

Grain Binders
Reapers
Headers
Header Binders

Corn Machines

Corn Planters
Corn Cultivators
Corn Binders
Corn Pickers
Corn Huskers
and Shredders
Corn Shellers
Stalk Cutters

General

Oil Engines
Wood Sawing Outfits
Oil Burning Tractors
(wheel type)
Manure Spreaders
Farm Wagons
Feed Grinders
Binder Twine

Cream Separators were awarded the Gold Medal.
Ensilage Cutters were awarded the Medal of Honor.
Motor Trucks were awarded the Medal of Honor.

Hay Machines

Mowers
Hay Rakes
Side Delivery Rakes
Hay Tedders
Hay Loaders
Hay Presses

Tillage Implements

Disk Harrows
Cultivators
Spring-tooth Harrows
Peg-tooth Harrows
Combination Harrows
Engine Disk Harrows

INTERNATIONAL HARVESTER COMPANY OF CANADA, Ltd.


North Battleford, Sask., Ottawa, Ont. **BRANCH HOUSES:** Quebec, P. Q., Regina, Sask.
St. John, N. B., Saskatoon, Sask., Winnipeg, Man., Yorktown, Sask.

The Purchasing Power of the Farmer

There is no doubt that the best cure a city man who is suffering from a dose of pessimism can have is that procurable by traveling a few hundred miles through the Canadian West at the present time. The appearance of the crops, the prospect in agriculture, our great basic industry, would remove the pessimistic pus from the liver of a veritable Job. With climatic conditions keeping as they are at present, the result will assuredly be a bumper harvest throughout the West. The farmer is, as a whole, farming better—and better crops are a result. With grain prices as they are sure to be this fall, and for some time to come, let us consider for a moment the purchasing power and trade possibilities that are evident for those who cater to the agricultural communities of the Canadian West.

Time was when the farmer was a man who had the idea that he would simply suffer farm life until such time as he could move to town, build a home and enter the implement, lumber or some other type of business. Those days are gone; the farmer now realizes that he can be as well—and better off than the fellow who is glued to a desk struggling to hold his own among the breakers of our commercial competition. The engine, automobile, telephone, modern electric lighting plant, modern power machinery, water supply systems, etc., have afforded means whereby the farmer can enjoy in the country as many, or more, conveniences than can his cousin of the city. He stays on his farm, the modern farmer; he does not invest so much in land, but tries to improve the land that he has. He invests in a water supply system and enjoys a warm bath as well as the fellow who stays in a high grade hotel.

Many manufacturers may not realize the fact, but the wants of the farmer and his family are as great, if not greater, at the present time, than those who live in towns. The total farm capital of the United States at the present time is more than that of the manufacturing and railroad capital combined. According to the last U.S. census, two million farm families are worth over \$15,000 each. The rural population of Canada totals nearly four millions, while the increase of population in Western Canada has been 174 per cent in the last ten years, in Eastern Canada only 17 per cent. Canada's field crop



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

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Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, AUGUST, 1915.

value in 1914 was \$639,061,300, a sum which will, we believe, be greatly exceeded in the field crop value of 1915. Our Western grain crop value alone was \$254,945,215 last year. The profit on every acre of fall wheat produced in Canada in 1913 was \$7.14, on every acre of spring wheat \$4.25.

Figures make dry reading, but they are necessary to let one get some idea of the buying power of the farmer. What is the farmer buying? At the present time, before harvest has been touched, automobile concerns are turning down cash orders for automobiles—because they cannot guarantee delivery. Recollect that this is cash business, and we must concede that there is money a-plenty in the hands of our rural population. If this can be done in the case of a luxury, for the auto is at least somewhat of a luxury, it would seem that to a great extent the implement business could be done more nearly for cash—and to the betterment of every unit connected with the machine business. According to statistics, the farmers in the United States last year purchased one-half of the automobiles sold in that country, and we believe that this year the same will practically be the case as regards Western Canada.

At the present the farmer is not only receiving higher prices

for his products, but his earning power is steady. It has increased this year, and will increase right along so that he is not obliged to retrench as are city and small town dwellers who depend upon manufactures or mercantile ventures which may be affected by the war.

Right at our doors is a vast market waiting. Some of the best known national advertisers have proved conclusively that farmers will buy goods if only they are brought before their notice. Why is the farmer buying automobiles to such an extent? Simply because, despite conditions, automobile advertising has been consistently aggressive in the farm press. Had the producer of agricultural machinery and equipment pursued the same policy there is little doubt that to-day the implement business would be in a considerably better condition than is now the case, for implements are a primary necessity on the farm, which can hardly be said of the automobile. The farmer has proved that he has money to buy with—and we know that he will have more money in the future. Where and how he spends that money is a concern for the organizations who supply farm machinery and equipment to consider. Advertising will solve the problem!

Two Harvests

In Europe the harvesters of Death are mowing down the crop of living men, in Canada the harvesting machines will soon be laying low the countless acres of golden grain; one harvester cursing the earth with a ghastly intolerable curse, the other giving to the hungry of the earth, to the widow and orphan, life-giving sustenance. In a little time the harvest of peace and plenty will be over, but the reapers of Death will go on gleaning their vintage of red blood, broken bodies and anguished hearts. And the same heaven, the same cold, passionless stars, look down upon both harvests—the one of life, the other of death. There are two classes of cause—the just and the unjust. We of Canada, and our Allies, fight for a righteous and just cause; we have in the past given of our toil to the harvest of peace, we now give ungrudgingly of our best to the harvest of death. To right the wrong and support the weak, to die if need be so that military madness and competitive armaments may cease.

Why talk of mediation to the insane? Why ask for reason from the fanatical? Twelve short months ago the beet fields of Belgium were lying, a peaceful picture of intensive cultivation. To-day the crop in Belgium is that of murdered women and children, slaughtered peasants, outraged matrons, and maidens who wail for death. And above all this sorrow the ghost of starvation moans his eerie dirge. This harvest was sown by Germany, and by Germany must the harvest be garnered—the grim harvest of realization of a national crime against civilization and God.

The Annual Vacation

While it may scarcely be time for the implement dealer to take his annual vacation, it should not be long before he can leave business for a little while, say two or three weeks, so as to have a change from the monotony of the office and warehouse. The human machine, like every mechanism, requires a rest, and a good holiday can be had without spending any great deal of money or time. The main idea is to make it a holiday; to shut out business worries and forget for a time that such things as plows or binders exist. Some men think that their business will close down if they leave it for a single day. If this is so, there is something wrong

either with the man or the business. Take off business cares with your office coat; metaphorically hang them on a peg and forget that business exists. Go fishing if such is your idea of a good time. Get a change of scene, new faces, new surroundings. The zest that a good holiday gives a man when he returns to business is proof that a vacation is not wasted time or money. It is an investment in health—both physical and mental. Take a vacation this year and get away from business cares for a time.

Knowledge and the Goods

There are many men in the implement business to-day who are trying to sell goods more by virtue of their personality than by their knowledge of the scientific principles upon which farm implements are constructed. Personality is a great asset to a salesman, but personality plus goods produced by a good reputable organization are not all that is required. Beyond these factors lies the necessity of knowledge of what the goods will do, of their design and why they are so designed. To merely say: "Buy this plow because it's made by So-and-So, and because it's best" is not salesmanship in the implement business. You can ask ten men to name the best plow and no three will give you the same answer. Neither is it satisfactory to say that the best plow is the plow that gives the best satisfaction to the user. Different diseases require different treatment and different soil conditions require different plows.

How many of us understand the question of draft in all its phases? Heavy draft, light draft, side draft, etc. How many of us know the required board to suit a certain soil, when it comes down to hard facts. There is only one way to either buy implements suitable for your territory, or to sell them in that territory with unvarying success, and that is to buy exactly what is required and be in a position to show the customer or prospect exactly why the plow, or other implement, is suited to his needs because it is the best procurable type for local conditions and is most adaptable to farm needs in that particular community. Selling anything merely because it is "best," or because it has the imprint of a well-known name is not salesmanship. There are other reasons why the implement is best—in action as in the claims

made for it. And only by a knowledge of the features of construction and functions of the component parts of any implement or machine can the salesman in very truth sell the implement from the basis of concise knowledge of what it will do.

Less Volume, More Net Profits

To reduce your overhead expense it is absolutely essential that you cease thinking of volume of business done and put more thought on net yearly profits. There are many dealers in the country to-day who are doing twice the volume of business they did a year ago, but their profits are away short of what they should be in comparison. The more business you do the more it costs to do it, and unless you feel absolutely certain that your profits will be correspondingly increased, hesitate before embracing the spreading out plan.

Profits come from making sales, so there is very little need to say much about scrutinizing your business closely to learn the articles which should be continuously kept in your warehouse.

Last Year's Implement Export Trade in U.S.

During the twelve months ended June 30, the exports of agricultural implements from America totalled approximately \$10,000,000, as against \$40,600,000 in the high-record year 1913, \$21,000,000 in 1903, and a yearly average of more than \$29,000,000 for the past decade. This loss of trade fell most heavily upon sales to Europe, but there were also smaller though significant decreases in shipments to Argentina, Canada, and various countries of Africa and other sections of the world. Cuba and Siberia made gains. Australia barely held its own in the year's trade, but this is a good showing in view of the fact that her wheat crop dropped from over 100,000,000 bushels in 1913 to 25,000,000 bushels last year.

The European war was doubtless the dominant factor in the great falling off in U.S. exports of agricultural implements in the fiscal year ended, since the decrease in sales to Europe was disproportionate to that in sales to other sections of the agricultural world. Exports to European Russia, usually the greatest foreign market for this class of goods, practically ceased, as did those to Germany, while France

and all other countries showed huge losses in the sales of implements compared with former years. Another contributory factor is that of implement plants in Russia and France, financed and controlled by American capital.

Reports indicate a growing use of farm machinery in foreign countries, and the resumption of peace should show a great increase in sales since the devastation of war will cause a marked shortage in human and animal labor, necessitating proportionately more machinery for the operation of the agricultural territories of Europe and other countries. Russia, for example, possesses one-seventh of the entire land area of the world and an even larger proportion of the land devoted to cereal crops, which requires more machinery than other classes of farm products.

In 1893 the implement exports of America were \$4,700,000; in 1903, \$21,000,000; in 1913, \$40,600,000; and the year 1915, it is estimated, will show an export value of \$10,500,000. For the eleven months ending May 31, 1914 and 1915, the implement exports to Canada were (1914) \$2,842,000 (1915) \$1,643,000.

The Wider Perspective

It is well to remember that life was not given us simply that we might engage in business. On the contrary, business is merely a means of adding to and enriching life. The truly successful man does not become a mere money-making machine grinding out enough to meet the high cost of living. He has a wider outlook and is interested in all the big things that lie outside his four walls. It is through such interests that a man may keep his mental, physical and moral welfare at top notch and find it possible to stand four square to all the adverse winds that blow.

Room for Both Lines

The windmill and the engine has its own sphere of usefulness. Neither is a legitimate competitor of the other. There is room for both. The engine will continue to do the chores—the heavier work—but the windmill will continue to do the pumping. It must be so.

The dealer who does not sell windmills and pumps is overlooking one of the most needed pieces of machinery on the farm. There is no limit to the field and the demand, and it awaits development.

Personal

J. A. Wilson has sold out his garage at Wawota.

Jeune Cliff is the name of a new garage proprietor in Zealandia.

P. D. Preddy has opened a new garage and machine shop at Craven.

Joseph Klotz has discontinued the implement business which he formerly carried on at Denzil.

W. J. Kerr is an implement dealer who is now doing business in a new location at Turtleford.

The implement firm of C. B. Beal & Son, Edmonton, have discontinued business at that point.

L. E. Oie has bought out the implement business at Aylesbury, formerly owned by G. W. Fraser.

A new concern recently incorporated at Winnipeg is known as the Dominion Automobile Supplies Co.

McLeary & Galvin, implement dealers at Unity, have dissolved partnership in their business at that point.

The firm of Naismith & Griffin, implement dealers at McGee, have discontinued operations at that western point.

Planet & Stadel are two-implement dealers who have commenced to do business in the town of Francis.

T. M. Brayshaw, a carriage manufacturer at Victoria, has sold out his plant and discontinued operations.

The implement firm of Alexander & Tugman recently suffered a loss by fire on their premises at Ponoka.

R. J. Bridgett, a harness dealer at Okotoks, suffered severely by the recent floods, his stock being damaged and destroyed.

G. A. Reynolds, a harness dealer at Travers, recently suffered a severe loss by fire. The property was partially covered by insurance.

Russell & Ring, implement dealers at Crystal City, have dissolved partnership. In the future W. J. Russell will carry on the business alone.

J. Reuter, an implement dealer at Roland, has opened a branch business at Morris. We wish him success in the new addition to his business.

O. L. Carson is a new implement dealer to commence operations at Empress. We wish Mr. Carson every success in his venture at that point.

The Conservative party in Virden have nominated as candidate for that constituency R. A. Knight, of Hargrave, an old time

resident of the district and a former lumber and implement retailer.

Charles L. Kein is the name of an implement dealer who recently commenced operations at Minto. We wish him success at that point.

J. M. Clark has taken over the implement business at Vantage formerly carried on by O. Hensrud. We wish Mr. Clark success in his new location.

A. T. Riley, a hardware merchant at Langham, has increased the scope of his business by adding several lines of farm equipment and implements.

The implement firm of Edge & Green, Fenwood, has been dissolved by mutual consent. The business will hereafter be carried on by W. A. Green, by whom all debts will be paid and all due accounts received.

Robert Mackay, for a number of years connected with the Moline Plow Co. in Minneapolis and in Western Canada, has become connected with the Minneapolis house again, to travel in North Central Minnesota.

A new concern recently started up in Kerrobert, by name Henning & Reid. They will handle implements, autos and plumbers' supplies. In the same town Sharp & Dickie, implement and auto dealers, have discontinued operations.

John T. Sawyer has purchased the implement business at Roland, formerly carried on by McConnell Bros. The local paper testifies to Mr. Sawyer as being a strong believer in consistent advertising locally. We wish him every success in his new location.

The formation of more tractor companies still continues. The Master Tractor Manufacturing Co. of Minneapolis is one of the latest with a capital stock of \$100,000. The incorporators are C. L. Dobbs, J. J. Finlayson and Eugene G. Johnson, all of Minneapolis.

Deranged in mind through worry over patents for hay racks, filed at Washington, U.S., William Moellering, Milk River, Alberta, committed suicide by shooting himself on July 8. He was seized by the hallucination that somebody was trying to defraud him of his patents.

George N. Whitney, treasurer of the Aspinwall Mfg. Co., Jackson, Mich., and Mrs. Jessie M. White, also of Jackson, were married June 30th. They left for Canadian points and then to Atlantic City. Upon their return they will reside at 210 West Morrell street, Jackson.

C. N. Larsen, who for several years has been sales manager for Ontario, at the head office in Toronto of the Gutta Percha & Rubber Company, has been transferred to the Winnipeg Branch. As Mr. Larsen is a young man with a great deal of ability, we feel sure he will meet with success in the West.

W. A. Lamont, Saskatoon branch of the International Harvester Co., has been appointed a special salesman for engines and threshers in that territory. E. F. Dickenson, formerly of the collection department at Saskatoon, now has charge of the collection department of the Edmonton branch of the harvester organization.

C. A. Humphreys, of Dallas, Tex., has been appointed by Manager Robb, of the Nebraska Moline Plow Co. as manager of the publicity and advertising department. Mr. Humphreys is a Texan, and has been associated with the B. F. Avery & Sons' Plow Co., the Southern Rock Island Co., and the Emerson-Brantingham Implement Co.

A. R. Erskine was recently appointed president of the Studebaker Corporation of South Bend, Ind. Mr. Erskine became treasurer of the organization in 1911, and in 1913 was elected first vice-president and treasurer. Born in Alabama in 1871 he has occupied important positions with the American Cotton Co., The Yale & Towne Mfg. Co., and the Underwood Typewriter Co.

Owing to an erroneous source of information, we regret that last month we reported the A. W. Evans Co., Glenavon, Sask., as having closed their branch businesses at Candiac, Lovat & Kendal. Mr. A. W. Evans informs us that the branch at Candiac is still in operation, while the firm have never operated in Kendal. We are, indeed, glad to report that such is the case in connection with this progressive hardware and implement concern.

O. F. Berkey, who, as we announced in our last issue, severed his connection with the trade department of the Moline Plow Co., has been appointed to the position of assistant general sales manager of the Emerson-Brantingham Implement Co., of Rockford, Ill. His long experience in the implement business gives Mr. Berkey all the qualifications necessary for his new position, and his many friends throughout the Canadian West will wish him success in his new appointment with the E.-B. organization.

Mr. W. J. Cooper, who for the

past twenty years has been connected with the Winnipeg Branch of the Gutta Percha & Rubber Company, and for the past four years as sales manager, has been appointed manager of the new branch of this company recently opened at Fort William, Ont. The company have a commodious warehouse and will carry a full line of mechanical goods, auto tires and rubber footwear. We congratulate Mr. Cooper on his promotion and feel sure that the increased business will justify the company in establishing this Branch.

A new company entitled the Seed Grain Grader Co., capitalized at \$25,000, has been incorporated, and has its headquarters at 103 Darke Block, Regina. The company will produce and sell a patent seed grader, the invention of C. A. Torrence, which has some excellent features in design. The officials of the concern are: President, A. Woods, Edgar; vice-president, Mr. Chad, Wolseley; managing director, C. A. Torrence. This machine, it is reported, is simple in construction, combining the principles of wind and gravity in machine design. It will deal with all grains and alfalfa, also will remove wild oats from oats and other seed.

Two recent visitors to the De Laval Dairy Supply Co., Winnipeg, were Robert Heep, assistant secretary and chief accountant of the De Laval office, New York, and Richard Bernstrom, a son of Sir John Bernstrom, and European representative of the De Laval Cream Separator Co. For several months Mr. Bernstrom has been acting as Swedish Consul-General at the Panama-Pacific Exposition, San Francisco. Leaving California the two gentlemen returned east via the Canadian West, in order to see the agricultural outlook of our western country. They were very favorably impressed by crop conditions, and the business outlook in Western Canada.

Plymouth Cordage Co. Increases Capital

At a recent meeting of the Plymouth Cordage Co., North Plymouth, Mass., stockholders voted to increase the capital of the company from \$3,500,000 to \$4,000,000 by the issue of 5,000 additional shares of new stock for the purpose of partially funding present floating debt of about \$3,000,000 represented largely by one-year notes bearing 5 per cent interest. The new shares will be offered stockholders for subscription at \$150 a share in the ratio of one to seven held.

Pioneer of Harvester Industry Dies

For 50 years John F. Steward has been an integral part of the farm machine industry. The funeral at Plano on June 28th was a picturesque gathering of the remaining old masters of the harvesting machine business, and many of the younger men who are carrying the cause ahead. Conspicuous among the former class was C. W. Marsh, one of the inventors of the historic Marsh harvester.

Mr. Steward's father removed from Connecticut to Plano in the early days, where six sons were born to him, John being the youngest. Mechanical and



The Late John F. Steward.

inventive genius ran in the family as it did in so many of the pioneer families where necessity was indeed the mother of invention.

John F. Steward was a young man of nineteen at the opening of the Civil War, and entered the army at the first call in 1860, and served throughout the war. He was honorably discharged on July 4, 1865, at Detroit. It was from exposures endured at the siege of Vicksburg that he suffered during the remaining part of his life, and from which he finally died.

At the end of the war, Steward returned to Plano where the Marsh harvester was being manufactured by Steward and Marsh. The Steward of the company was John's older brother; the Marsh was Charles W. Marsh, spoken of above.

John F. Steward entered the employ of the manufacturers of the Marsh harvester in 1865, and his first employment was digging the foundation of the stone factory building which is still standing.

Mr. Steward's success from the start with the manufacturers of the Marsh harvester determined his life career. The next fifty years of his life until his death

was devoted to the development of the Marsh harvester, Deering machines, and later International lines. The Marsh harvester was an epoch making invention in the agricultural world. It greatly reduced the labor of harvesting, and it made possible the self binding harvester which now harvests most of the grain of the world, and made possible the rapid and prosperous development of the great western states.

Although such a name as Gammon, Faster and Deering came to be associated with the development of the Marsh harvester, John Steward went steadily on devoting all his strength and all his brains to the development and perfection of the binder. One of his greatest services was in the field of invention. In all he took out some one hundred and thirty patents—a larger number probably than was ever granted to any other person in the farm machine field.

When in 1879 the late William Deering assumed the exclusive manufacture of the Marsh harvester, a close relation was established between Deering and Steward. Mr. Deering was the executive and far seeing organizer, and Mr. Steward was the practical man, inventing, judging the inventions of others, and experimenting with untiring energy. Mr. Steward's energy and ambition was unbounded. His hand was in everything connected with developing the binder. His necessity led him to study patent law, and he became a patent attorney. He pursued this with such diligence that he came to have no equal as a patent expert in his line.

Due to this ability he became the patent expert for the International Harvester Company upon its organization in 1902, and took charge of its patent business. Mr. Steward made journeys to Europe to study farm conditions there, and to aid in adapting American machinery to European crops. He was knighted by the King of Siam for his services in representing that country on its jury of awards at the St. Louis Exposition, and was awarded numerous medals and diplomas at world expositions by the United States and other governments. One of the most interesting chapters of the farm machine industry has been closed by the termination of the busy life of John F. Steward.

A Thought

No matter how hot your competition may be, there are always plenty of lines that are not well sold, lines that you can sell better than anybody else sells them.

An "E.-B." Catalog

"Emerson Vehicles," manufactured by the Emerson-Brantingham Co., Inc., Rockford, Ill., are cleverly and attractively illustrated and described in their new catalog, just off the press. The book of handsome designs indicates that the manufacture of stylish horse-drawn vehicles still holds a most important position in the world of industry.

The Parable of the Jitney

For, behold, in these latter days nothing is stable, and a jitney doth change its mind even as a woman.

One day I stood on the streets of the city, and there came into sight a jitney bearing the writing "Portage West." I spake unto the driver of the chariot and he stopped. Yet as I spake there came a swift patter of feet, and with it a trio of squabs. They spake unto the driver, and said unto him "North," "Nay," said the man, "West." "Oh, shoot, we desired to journey unto the north," murmured the nymphs. The drive cast at them a long look and called aloud with a great voice, "All aboard, going north." The frail ones embarked and dis-

appeared in an odorous dust, whereat, grieved and sad, I waited for a trolley. Selah.

R. H. Lord Heads Deere Office at Portland

Deer & Company officials have announced the appointment of Robt. H. Lord, general manager of the John Deere Plow Company, of Portland, Ore. He succeeds C. R. Archerd, who has been in charge of that branch for the last five years. Mr. Lord has been with the John Deere people since 1909. The last couple of years he has been connected with the main office at Moline, Ills.

He was in Winnipeg with the John Deere Plow Co., Ltd., of Winnipeg, Calgary and Saskatoon during the two years just previous to that.

Mr. Lord spent two years with the John Deere Plow Company of Omaha, where he had charge of credits and collections.

Mr. Archerd, in retiring, has not announced his plans. Mr. H. L. Staver, who was assistant to Mr. Archerd, remains with the John Deere Plow Co., Portland, in the same capacity.

A going concern may go smash.

A Scottish Motor Plow

A motor plow, made by the John Fowler Co., Leeds, was recently demonstrated near Edinburgh, Scotland. Built on the lines of an ordinary horse plow, it is stated that this plow is sufficiently powerful to do the work of three or four horses.

The depth of the work depends on the nature of the soil and its condition, but on fairly hard land, a depth of 9 inches was readily secured. A feature of the work is that the ground can be plowed to the full depth to the end of the furrow. At the end of the furrow the frame is raised at both the front and back ends by the hand lever, and the weight of the back end is carried on the caster furrow wheel, the plows being then clear of the ground. It is then swung round by hand, and the swinging is facilitated by a simple device for driving the outer wheel independently of the inner. It has a travelling speed of 2 miles per hour. Calculations made during demonstration showed that the cost of plowing would come out under 3s. 6d. (85 cents) per acre, in contrast to the expense of horse plowing, which, with the present high price of food and the scarcity of labor in Scotland, works out at about £2 (9.73) per acre.

QUALITY and SERVICE

Do They Mean Anything to You?

IF SO, WE HAVE THE GOODS

We have made a reputation and built up our business on these two points. It has taken Twenty-five years to do it.

Our Finish on the Goods is your Salesman

Our Quality is Your Guarantee

Our Service is Your Protection

Buy Made in Western Canada Goods

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D. Ackland & Son, Limited

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TRADE
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D&S
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Winnipeg

THE
BEST
GOODS

True Patriotism and the Home Town

Editorial Note.—The following strong plea for home trading, and just indictment of the mail order menace is from the pen of William Allen White, and appeared in Campbell's Scientific Farmer. Transpose the words "America" and "American" for "Canada" and "Canadian," and we have an article that fully fits present conditions in Canada. Cut it out and give it to your local editor. He'll do the rest!

The preservation of the home trade to the home town carries with it the preservation of many of our American institutions.

It seems to me that a lot of good things in American life will pass if the country town passes. And it will pass just as surely as centralization of retail mail order business in cities continues.

The American country town, the town of from one hundred to one hundred thousand people, preserves better than the crowded city and better than the lonely ranch and isolated farm life, the things that make America great.

Here in these country towns the spirit of neighborliness is the prevailing spirit. Men come to know one another and when any two human beings come to know one another, in the one who is intelligent and wise respect always rises for the other. To know one's fellows always is to sympathize with them. Neighborliness spells fraternity.

The American country town with its broad circle of friendships, with its close, homely, simple relations between men, with its spirit of co-operation and with its economic status that permits the creation of no indecently rich and no abjectly poor, the American country town, it seems to me, is the most hopeful of our American institutions.

To destroy that town, furnishing the market for the farmer and giving steady employment to labor, means a reorganization of our commercial, social and industrial life that will be revolutionary—and more a matter of doubtful value.

The mail order house therefore becomes a menace to this country, the mail order house unrestricted will kill our smaller towns, creating great cities with their terrible contrasts of life, with their cruel social relations, with their inevitable caste feeling that comes from the presence of strangers who are rich and poor living side by side.

Friendship, neighborliness, fraternity or whatever you call that spirit of comradeship that comes when men know one another well, is the cement that holds together this union of the states. It is not created in great cities.

Great cities give much in alms, but little in justice. Only as we know each other well can we treat each other justly; and the city is a wilderness of careless strangers whose instincts of humanity are daily becoming more and more blunted to suffering, because in the nature of things suffering in cities must be impersonal. It is not the suffering of friends and neighbors and kith and kin as it is in the smaller town. So the mail order house crushing out our towns is drying up the milk of human kindness in our hearts.

And that brings us back to first principles; if we who live in these small towns in America cannot see that our duty to our country lies first of all in our duty to our neighbors, then we are blind indeed to the basis of real patriotism, which is only neighborly kindness. Patriotism is not in cheering for the flag; it is not in feeling our eyes filled with emotional tears at hearing "The Star Spangled Banner;" (or "O Canada"—Ed.) patriotism is just old-fashioned human duty.

To sacrifice our neighbor—the man who helps the town with its taxes, with its public business, with its myriad activities for neighborly righteousness — to sacrifice that man and his business for the mere sake of saving a dollar on the purchase of a hundred dollars' worth of goods is just as unpatriotic as it is to spit at the flag.

For the flag, if it means anything, means the golden rule; the flag means friendly burden bearing; it means mutual help in trouble; it means standing together against common foes.

The motto of the mail order house is every man for himself and the devil take the hindmost — and you bet the devil will.

That spirit never fails to work; and the weak man, the unprotected man, the man alone—the man of the farm, at the end of the fact, when his farm market is gone, when his town is gone, when the spirit of selfishness and greed has left this country cold and hard and mean and neighborless—the farmer will be the hindmost.

Ford Co. Increases Stock

An increase of the capital stock of the Ford Motor Co. from \$2,000,000 to \$100,000,000 was recently authorized by the directors. It is explained that they desire to make the earnings more in proportion to the value of the business.

Immediately after authorizing the increase the directors voted a stock dividend of 2,400 per cent or \$48,000,000. The remaining \$50,000,000 in stock will remain in the treasury for future dividends.

It is said that Henry Ford, president of the company and holder of 58 per cent of the stock, receives a dividend of \$28,080,000, making his total holdings \$29,250,000. James Couzens, vice-president and treasurer, receives a stock dividend of \$5,472,000, making his holdings \$5,700,000. In the last statement of the company as September 30, 1914, a surplus of \$48,827,032 was reported. Total assets were given as \$61,632,257, of which \$27,441,468 was in cash.

A New Use for the Light Engine

The majority of dealers are aware of the adaptability of the light-weight engine to the binder. They know of the saving of teams and the fact that the engine drives all the operating mechanism of the binder, an invaluable feature on wet ground where the bull wheel is apt to slide.

As showing another adaptation of the light weight engine, the potato digger has now become a partner in the development of engine adaptation to horse-drawn implements. The engine is mounted on the digger and operates the digging, elevating, shaking and sorting mechanism, leaving the team free to haul the weight of the combined mechanisms.

The engine is mounted conveniently close to the operator's seat. The engine drives the mechanism through a hardened steel chain and is mounted on a bracket or base, from which it may be removed for general work. If a stone gets caught in the driving chain—a common occurrence—an automatic clutch throw-out prevents damage.

As is the case with the engine-driven binder, if the digger runs into heavy digging, or conditions that would stall a horse-driven machine, the engine keeps on working and gives more power. It keeps the mechanism going and the machine can stop dead while the engine clears the machine. It is nearly impossible for an engine operated digger to be stalled.

As demonstrating the amount of horse flesh that the engine replaces, or the amount of actual horse power required to operate such a machine without an engine, four horses are required when no engine is used while but

two horses are sufficient with an engine.

Along with the binder engine business many dealers can find profitable opportunities in this new type of engine digger, and, as with the binder when harvest is over, the engine can be removed from the potato digger and used for general purpose work around the farm.

Beer Kegs and Binders

Owing to continuous rains in Missouri and Nebraska, farmers have had to solve the problem of getting their harvesters into the boggy fields by supporting the frames on trucks made out of ordinary beer kegs. The kegs have been fitted into improvised axles and with these unique substitutes for wheels the harvest was made possible, while the demand for binder engines in those territories was abnormal.

As an indication of ingenuity the beer keg method of harvesting is commendable—since we assume the kegs were gotten in an exhausted condition. Should the future see heavy rains in Alberta or Saskatchewan we fear that the supply of beer kegs might not equal the demand, consequently it might be well that, since so many hotels are going out of business, the long-sighted dealer will stock some beer kegs (empty) assuming that the W.C.T.U. will allow their sale in that particular territory, as the odor of the former contents might tend to demoralize the youth of the community.

Competition and Price

Almost any retail dealer particularly in a small town will make the statement that only on the goods he controls can he make any money. In other words, the sale of such goods keeps him from bankruptcy and keeps him in the ranks of the merchants and business men of the town. This is because competition between dealers always carries the price down below a price which yields a fair return for handling the item.

Competition on one item leads to another and soon a dealer's sales are largely made up of goods sold at competitive prices and if this continues he fails. It is therefore entirely logical that competitive prices should not be made below a line which marks a fair profit.

Get busy on collections.

JOHN DEERE TUBULAR STEEL GRAIN ELEVATORS



Will Satisfy the Most Critical Customer

A small grain elevator that will handle wheat, flax or all kinds of small grain at the rate of 15 to 20 bushels a minute, or even faster, without damaging the grain. The Deere Tubular Elevator is equipped with adjustable feed. It elevates whatever quantity of grain is desired. The hopper is of ample size to take care of grain when wagon endgate is removed.

Adaptable to Horse or Engine Power

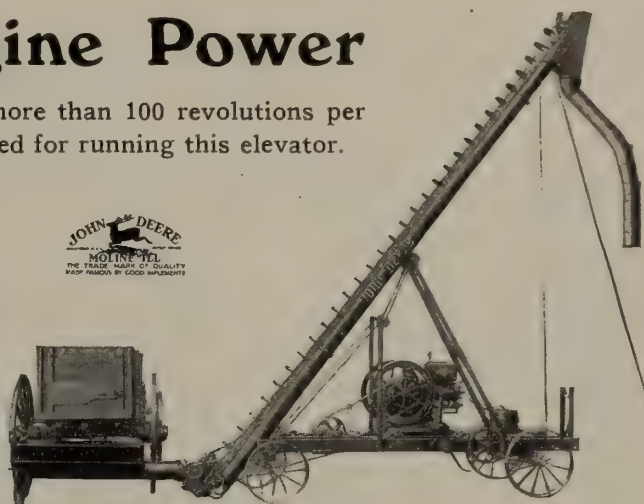
Any two horse-power, with tumbling rod revolving not less than 65 or more than 100 revolutions per minute, may be used. Our No. 255 two-horse "Hercules" power is specially adapted for running this elevator.

Any standard gasoline engine, from 3 to 6 horse power, will drive the John Deere Elevator, and can be mounted on the elevator trucks.

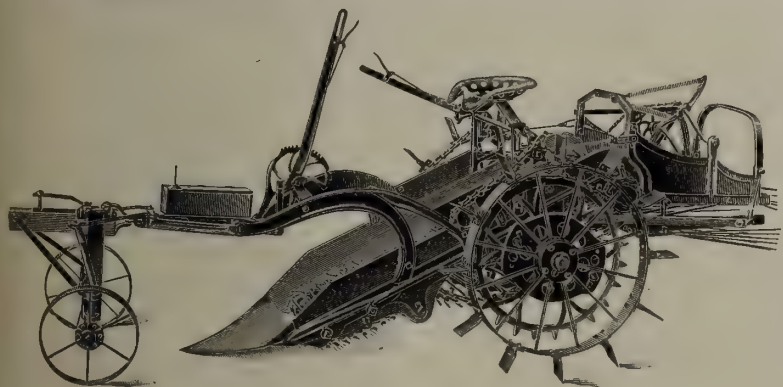
Start Right Now

There is no better time to talk elevators to your customers than right now. Selling talk from now on means profitable sales. Point out the value of owning an elevator — the saving in time and labor. It requires little demonstration to make the customer realize the many advantages of the John Deere Steel Elevator over all others. It stands alone.

Send to-day for our booklet fully describing the "Only Tubular Steel Elevator."



Diggers that Reduce the Cost of the Potato Crop



The potato harvest will be more profitable to your customers if they but realize the economy effected by using potato machinery of proven worth.

No. 334 Hoover Potato Digger

Hoover Diggers have been on the market for thirty years. Time and service have proven their worth. In the No. 334 Hoover, the shovel is made of crucible steel; it scours properly and gathers the potatoes with the least possible damage. The elevator deposits all that does not sift through to the rear rack, which, along with the vine separator, has an oscillating motion that sifts all dirt out, depositing potatoes in a compact row behind the machine. Equipped with a fore-carriage as shown, steady running and the best results are attained. Made throughout of the best materials.

Deere Potato Diggers

Invaluable for the farmer who raises a small potato crop. Of great efficiency and reasonable in cost. This Shaker Digger has a natural temper steel blade, and is provided with weed fender and gauge wheel. The perfectly flat blade, with side wings, guides the potatoes on to the grate, without cutting or injuring in any way. The hinged rod grating moves up and down, giving a shaking motion actuated by the sprocket wheel. This shakes away all dirt, leaving the potatoes clean and whole on the top of ground. The weed fender clears away weeds and vines, clearing the way for the blade.

Write for Literature and Full Particulars



John Deere Plow Co., Limited

Winnipeg

Regina

Saskatoon

Calgary

Lethbridge

Edmonton

Selling the Potato Digger

Saving of labor is such an important factor in getting the potato crop out of the ground that it hardly seems as if the dealer needs anything more in convincing his farmer-customers they should have a potato harvester.

Keep before them from time the potatoes go into the ground throughout the season, that you have potato diggers. Place one of the machines on your floor where everyone coming in is sure to see it. Have on it a card or in some way call attention to the amount of work it will do.

The elevator digger, as produced by the Aspinwall Co., has dug as many as 450 bushels of potatoes in one day, a crop that two boys and a girl picked and put in the cellar, a pretty good day's work. Closely allied to the

labor-saving factor is that of time-saving, both of which means money to the farmers and it is not necessary to use any arguments to convince them of this.

Potato diggers if built correctly do not bruise, cut or skin the potatoes, as does the hoe and fork used in hand-digging. Indeed, it is now hard to market potatoes that are dug in the old way as it is next to impossible not to cut or skin them, also with lister or plow many of the potatoes will be damaged and some will be left in the ground.

No one any longer cradles his grain. Why should he dig his potatoes with a hoe? It is certainly a hard, laborious, time-taking task. We believe that the only reason the potato harvester is not as uniformly used as the binder is that in building of these machines greater difficulties had to be overcome and in many of the machines that have been offered, the purchaser meets with great disappointment.

The different depths to which the potatoes are planted—the different conditions of the soil, and the mode of cultivation or in some cases lack of cultivation render the circumstances attending the digging most varied, and every so-called digger that has been put on the market has not been able to cope with these conditions. Undoubtedly the failure of some of these harvesters to do the work has caused many to become skeptical.

The making of potato diggers or attempting to perfect machines of this type dates back to about 1825. It is claimed the first successful elevator digger was built by a man in Illinois by the name of McCullun. Patent of this invention was taken out in Canada and allowed to lapse. Patent of the elevator principle was secured by Robert Nivens of Rochester, New York, as early as 1859.

There are to-day a number of good potato diggers on the market, and it behoves the progres-

sive dealer to write different concerns for catalogs, prices and detailed descriptions of what is produced in this line.

There are numerous attachments to be used in connection with diggers. These should be thoroughly understood by the dealers as it is necessary to know just what the machine will do without them and the merits of the different attachments, in discussing with the farmer the type of machine he will require for his individual needs.

Rumely Quits Jobbing Lines

The Rumely Products Co., the selling organization of the M. Rumely Co., Laporte, Ind., is discontinuing all of its jobbing lines. Finley P. Mount, the receiver of the company, recently sold its jobbing lines to Harris Bros., Chicago, Ill., a large mail-order concern. Included in the sale are the following lines: Rumely Olds cream separators, stationary engines, portable engines, hoisting engines, saw outfits, portable saw outfits, wood and steel trucks and skids for gas engines and feed mills. Advance ensilage cutters, Adams corn huskers, Rumely Watts corn shellers, Rumely special electric light plants and Rumely hay balers.

This sale is in the nature of a liquidation of this part of the company's business. The Rumely companies will continue the manufacture and sale of the Rumely lines through the implement trade. The company has always held to the policy of selling through the implement trade and no exceptions will be made in the future.

According to a Chicago press report, Receiver Mount of the M. Rumely Co., La Porte, Ind., has notified all creditors to file all claims in sixty days, when the judge will pass receiver's reports and reorganization will take place. The plants at Toronto, Ont., Richmond, Ind., and Stillwater, Minn., will be sold, and manufacturing concentrated at La Porte and Battle Creek. It is under-

stood that the reorganization plan of the M. Rumely Co. provides for an assessment of \$17 a share on the preferred and \$1 a share on the common stock to raise about \$2,000,000 working capital.

New Aspinwall Arrangement

For the past several seasons the Aspinwall Manufacturing Company, of Jackson, Michigan, well known makers of potato machinery, have marketed their line in the state of Wisconsin through the John Deere Plow Co., of Milwaukee, Wisconsin.

It is the intention of the company to place its goods direct with the dealer for the coming season. Stocks of machines and repairs will be carried in the territory, so prompt service may be rendered at all times.

It is also the intention of the Aspinwall Manufacturing Company to work eastern Iowa and northern Illinois on the same basis—direct to the dealer, feeling that better good can be accomplished than by jobbing.

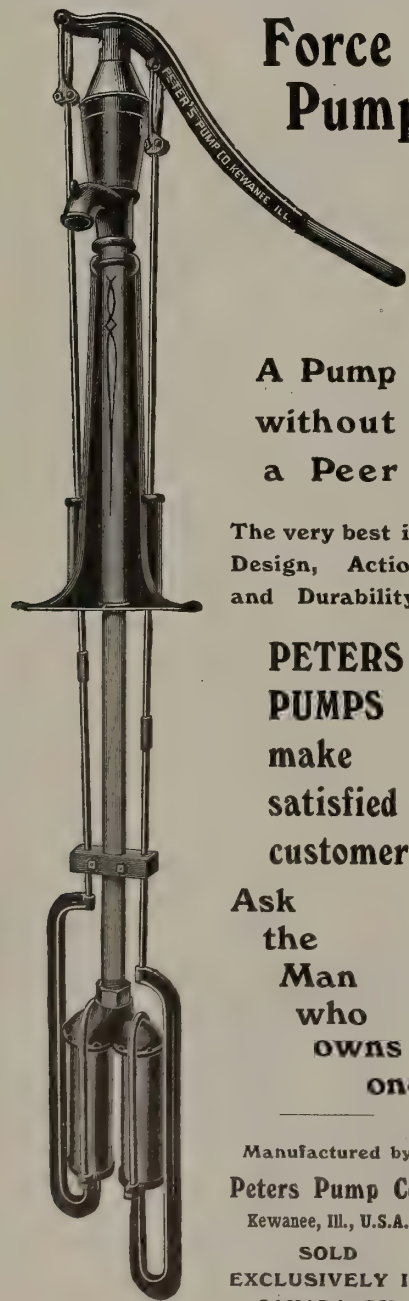
Avery Company Busy

The Avery Co., Peoria, Ill., showed sales from January 1 to June 24 of this year as \$259,000 ahead of the corresponding period of last year. Shipments between the same dates were \$338,000 ahead of the corresponding period of last year. This, President Bartholomew states, is especially satisfactory since it is all home business. The company is now placing on the market two new tractors which are smaller than their existing machines. One, it is said, is designed to sell for \$550, the other for about \$200. The Avery Co. has to-day 956 men on the pay roll.

New Wheel Guards

A galvanized metal wheel guard for hay frames is now on the market. It is bolted to the ordinary hay frame and forms a perfect protection against the wheel.

Peters Double Cylinder Force Pump



A Pump without a Peer

The very best in Design, Action and Durability.

PETERS PUMPS make satisfied customers

Ask the Man who owns one

Manufactured by Peters Pump Co. Kewanee, Ill., U.S.A.

SOLD EXCLUSIVELY IN CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg Regina Saskatoon Calgary
Write nearest Branch House for Particulars



Mr. Dealer

Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order

Brandon Pump & Windmill Works

Brandon Man.



An Act, and the Actors, in Saskatchewan

Years ago, that prince of humorists, the late Mark Twain, composed, in a moment of peevishness we doubt not, a ditty condemning the different colors of street railway tickets used in certain cities in the United States. Its rhythm ran something like: "Punch, brothers, punch with care." In selling implements in Saskatchewan, the late Mr. Clemens might have composed something like the following:

Sell, brothers, sell with care,
Do this always, anywhere!
But in selling you've a task
If your business be in Sask.
In that province, friend, beware
Vendors have no cinch if there.
Make no statement—nothing swear—
Guarantees are but hot air!
Silent salesmanship they ask
Buying implements in Sask.!

Another great humorist, Artemus Ward, once wrote in one of his wonderful lectures: "We are, I guess, governed too much." To which many of us will say "Amen."

There are reasons for all things, even for "The Farm Implement Act in Saskatchewan." Agriculturists depone and asseverate, that the pernicious implement man merely "got what was comin' to him!" If so we admit

that he got it—in the thorax. But the implement man is still selling implements—and histories lie in the future.

But to get down to the real reason—the kernel of the nut, we have simply to quote a few phrases from the last issue of the official organ of the Saskatchewan Government. It says:

"It would be difficult to find a Legislature on the American Continent more representative of farming interests than is that of Saskatchewan.

"The extent to which farming is carried on by members of the Saskatchewan Legislature is not generally known. Many of the members are actively engaged in agricultural pursuits, and some interesting statistics have been recently obtained.

"Sixty-six per cent of the members depend to a great extent on their farming operations, and it is very interesting to know that Saskatchewan's most important industry is so well represented in the legislature as shown by the following figures: The total area of farming land owned by the members exceeds 55,000 acres.

The total area under cultivation is 34,721 acres and the total area under crop at the present time is 27,164 acres."

Is it, then, to be wondered that the law-givers of Saskatchewan should frame legislation which is, to say the least, unreasonable. In numbers alone the sixty-six per cent had it—hence the birth of "The Farm Implement Act," in Saskatchewan. A contemporary publication in the United States says that the Act is intolerable, and that its appropriate name should be: "An Act to make it difficult for farmers to obtain farm implements." Trade oppression is an ugly thing, in fact oppression belonged to Siberia, although now it might be more appropriately applied to Saskatchewan.

Beyond the statements which appeared in our last issue concerning the new statutory contract to be adopted, it is needless for us to outline any of the clauses in the Act, beyond a general synopsis of the necessities imposed.

Implement companies must file with the Minister of Agriculture a price list which must be adhered to, of all implements which they sell and repairs for same. The vital portions of the Act are

the forms of contract which are prescribed. These contracts must be used in every case, and they are three in number, covering respectively the sale of large, small and second-hand implements. In our last issue we gave the recommendations of the members of the Farm Machinery Commission. All of these recommendations have been adopted with regard to the contracts, regarding warranties, the work the machine will do, and the keeping of repairs at a point in the province stated in contract.

"Large" implements include traction and portable engines of all kinds for the production of power on farms; grain separators, engine plows and engine disks. The term "small" applies to all farm machines not mentioned above, except any that the Lieutenant-Governor-in-Council may declare to be large. Any individual or company selling or offering for sale, implements on his or its account is a "vendor" within the meaning of the Act. Vendors must file with the Government, as above stated, on or before February 1st, each year a list of the machines they have for sale, together with retail prices, both for cash and on time, and the terms on credit sales, in-

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Can Increase their Profits and Prestige by handling the leading line of

PLOW ATTACHMENTS

THE

Christiansen Sub-surface Packer

made in Three Sections for 2, 3, or 4 Horses with interchangeable Surface or Sub-surface Wheels running on our dust-proof always lubricated axle.

Sell, Stay Sold, and Give Satisfaction

Christiansen Harrow Attachments

fit any plow and eliminate Side-draft. Leave the soil in the best condition, kill weeds and preserve mulch. These Attachments appeal to every Practical Farmer. Reasonable in Price, they sell easily. For Five Years our Plow Attachments have proved best by every test.

Write To-day for Prices and Full Particulars

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331 Austin Street

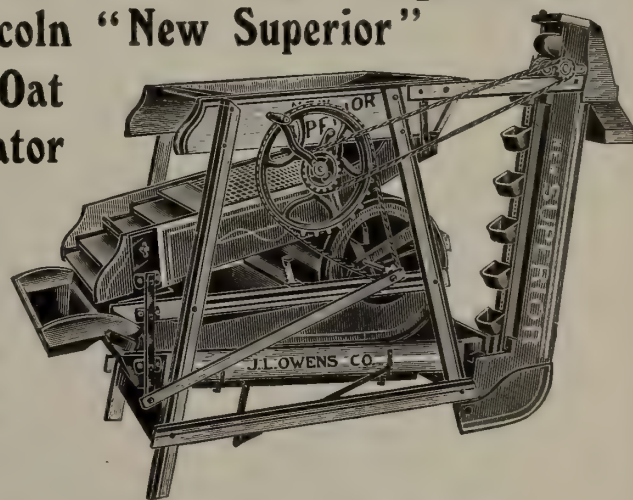
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The Lincoln "New Superior"

Wild Oat Separator

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.



Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers. Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 PRINCESS STREET WINNIPEG, MAN.

cluding rate of interest, if any. In the case of power driven machinery the vendor must state horse power required to drive, and in the case of engines the h.p. at brake and on draw bar.

Should any repair be sold at a higher price than shown in repair list, the vendor may be fined \$25; for other violations \$100 is to be assessed.

With large machinery, if the purchaser, after ten days trial, cannot make the machine do the work for which it is intended, he shall within two days after expiration of ten days period, or before, notify vendor, who has eight days from receipt of notice to make the machine work. If he fails the purchaser may reject machine and the contract becomes void. If he makes it work and can prove customers failure to operate was due to improper handling, vendor may claim expenses. Breakages due to defect in workmanship or material must be replaced free of charge for one year.

Regarding small implements, two days trial are called for, with immediate notice if machine will not do the work required of it. Any defective part that breaks during the first season must be replaced free of charge, provided broken part is returned to vendor. In the event that the right of a purchaser to reject a machine is established, all money paid and

notes delivered must be returned to him. No contract shall contain any statement to the effect that the vendor is not responsible for the representations of his agents, nor shall any language be used that in any way modifies the legal liability of the vendor as provided in the Act. Any breach of this provision renders contract void at the option of the purchaser.

It is especially important to note that no contract shall be valid, and no action can be taken in court to recover the price of a machine or damages for breach of contract unless the prescribed form of contract is used.

Signing a contract does not bind the purchaser until it has been signed by the vendor or his authorized agent, and a copy delivered to the purchaser or deposited in a post office addressed to purchaser, registered and postage prepaid.

The vendor may obtain a lien on the unpaid portion of the price only by taking a lien note at time of settlement. Under the new Act respecting homesteads, the wife's rights in the homestead which may have been mortgaged for implement debts are protected, and under amendments to The Exemptions Act articles and horses exempt from seizure under that Act may still be selected and kept by the farmer although chattel mortgage has been given

upon them. As was outlined by suggestions of the commission, it has now become law, under amendments to the Land Titles Act that no lien upon land contained in any contract for the sale of implements will be valid against the land and no mortgage may be taken upon land to secure implement debts until **six months after delivery of the implement.** These changes are all in accordance with the recommendations of the commission.

Should a machine be seized on lien, its value must be appraised by three arbitrators, and the amount credited on the indebtedness of the purchaser. Arbitrators may allow a sum not exceeding 10 per cent of value of machine for the expense of foreclosure. The vendor is not given a judgment for the remainder of the debt but must sue to obtain same.

Should a purchaser buy several implements from the same vendor, whether by one or several orders, and it is "reasonably apparent" (note the words) that said machines were intended to form part of one "outfit," the purchaser may reject all of them in case his right to reject any one is established.

It is cheery to note that in the case of small implements, either party may cancel the order before actual settlement is accepted by vendor, and the other party will have no claim for damages by reason of the cancellation.

In purchasing "large" implements, that is a traction or portable engine, a separator, engine plows or disks, should the purchaser find that the vendor fails to make it perform its functions he may either reject the machine, receiving back all moneys or notes given by him, or he may retain the machine and hold vendor liable for the difference between the value of machine as it is and the value it would have had if it had fulfilled its warranty, the valuation to be settled by arbitration.

In the future it will be necessary for the dealer to have a salesman who can talk in about nine languages, for the reason that the terms of the contract must be explained to the purchaser. It will be an interesting study to turn the technical phraseology into Slovak or Galician, and to evade the legal rights of the well protected foreigner when he swears that he cannot read English, nor understood the translation of the contract to mean thus and so.

The only really happy feature we can see about the Act is the

statement, by the official organ of the Saskatchewan government, that "it is expected that under this Act many of the grievances which farmers have had against the implement companies will disappear."

The only statement that can be added to that is the suggestion that as well as the "grievances" disappearing the implement companies stand a chance of being forced to disappear also, since it seems that under such legislation the purchaser both buys and sells the implements and largely dictates whether or not he is entitled to pay for them.

The "Oil King"

We are in receipt of a new publication by the Hart-Parr Company, Charles City, Iowa, entitled "Oil King." This attractive booklet covers in detail the Hart-Parr Oil King 35 b.h.p. kerosene tractor. Of a moderate size and very simple in construction, this tractor burns the cheapest kerosene, having been especially constructed for this fuel, being in no sense a gasoline engine adapted for the use of kerosene. The motor is a simple one-cylinder, heavy-duty engine, the cooling being by oil circulation and not water. This tractor is designed to plow, prepare the seed bed, harvest, thresh, haul, etc. The cylinder of the engine is ten inches, with a ten inch stroke.

Throughout its entire construction the Oil King is of the most sound design. The booklet fully illustrates every component part of the tractor, the engravings being of a very high order of merit. The Oil King will drive a 28 to 32 inch separator and will easily handle six 14-inch bottoms in average stubble plowing. Any interested dealer should write the Hart-Parr Co., Charles City, Iowa, for a copy of this interesting booklet, mentioning Canadian Farm Implements.

Gas in Silos

Gas may form in a silo at the time of filling and for a week or so afterwards. This gas is heavier than air and so will settle in the silo. As soon as filling the silo is started the falling silage will stir up enough air currents to drive out the gas. A good way to determine if there is gas in a silo, is to lower a lighted lantern. If it goes out, it will not be safe to go into the silo.

It's all right to be conservative, but have the goods.



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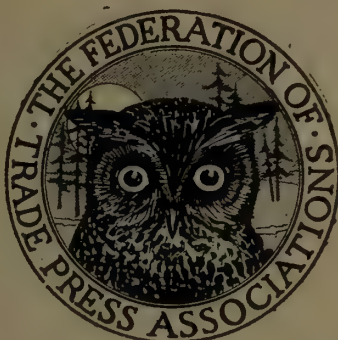
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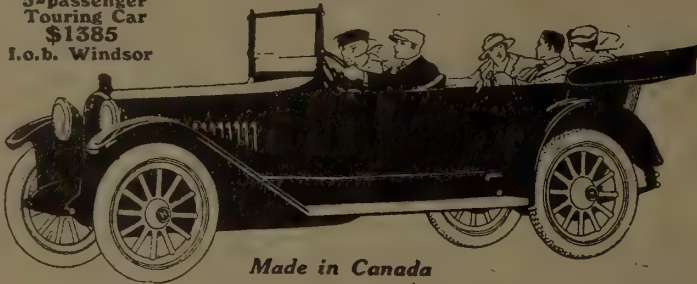
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Rustproof, galvanized wire screens; 13 sieves and screens furnished with each mill. Automatic feed; even flow of grain. We carry over one hundred grades of screens and sieves. Bull Dogs clean wheat, oats, barley, timothy, or any grain, with equal facility. Above we show our 40-in. power mill with wagon box elevator. Supplies wagon box or bin 8 or 10 feet high. Write to-day for prices and particulars. Sell your customer the best mills made.

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are considered the standard by all well drillers. They are simple and strong in construction—reliable and rapid in operation, and economical of power. They can be operated by one man.

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WROUGHT IRON PIPE
PUMP RODS
CHAPMAN GASOLINE ENGINES
TORONTO PUMPS
TORONTO WINDMILLS

ONTARIO WIND ENGINE & PUMP CO., LTD.

TORONTO

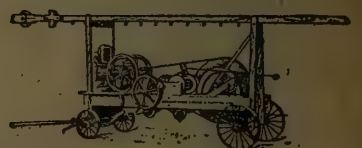
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Chapman Well Drill with Derrick lowered

CANADIAN FARM IMPLEMENTS

VOL. XI., No. 9.

WINNIPEG, CANADA, SEPTEMBER, 1915.

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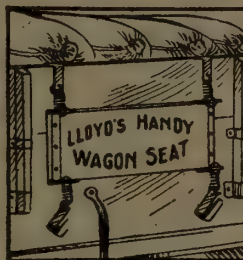
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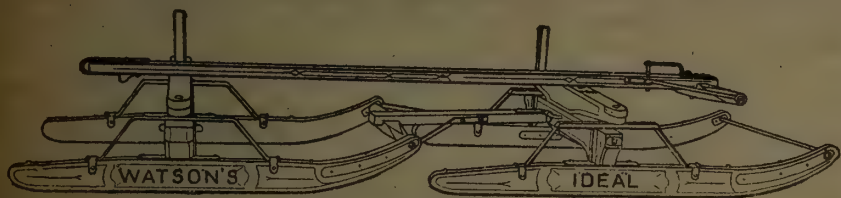
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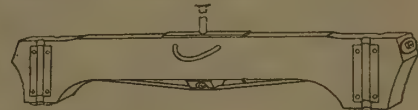
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This plow is built for the hardest kind of work in the toughest soil. It does fine work in sod or stubble. Easily handled and fully equipped. Notice particularly how well back the seat is placed to enable the operator to watch the furrow as it is turned, and at the same time putting his weight in the correct place to keep the plow down to its work in hard land. Furnished with 14-inch, 16-inch or 18-inch stubble or breaker bottoms. Rod breaker bottoms can be supplied when called for.

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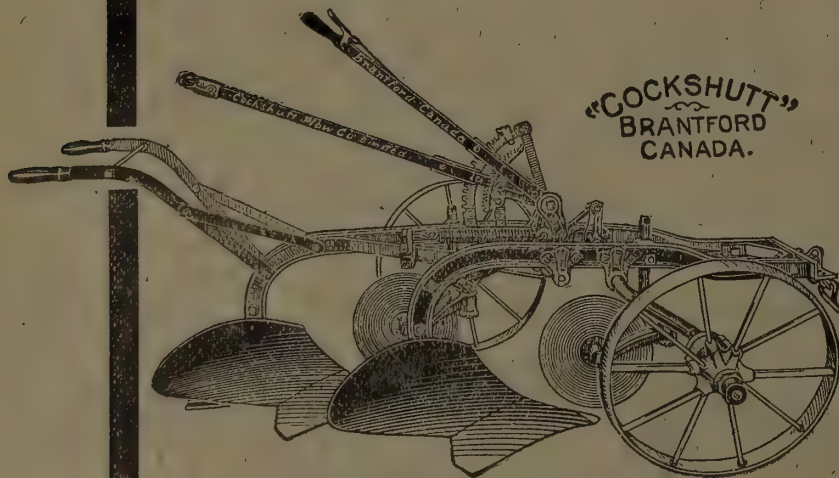
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A light, easy-running walking gang that will do fine work. Unsurpassed for strength and simplicity. Beams are made of high carbon steel, designed to meet the requirements of a light plow in heavy work. The high arch of the beams and the unusual clearance of the bottoms prevent clogging on heavy, trashy land.



BEAVER GANG

The handiest light weight plow you ever saw—easily operated and capable of doing all classes of work. Bottoms are controlled by convenient and light working levers. Frame and braces are substantial. Ample clearance between frame and share for work in trashy land. See full description in general catalogue.

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CANADIAN FARM IMPLEMENTS

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Electric Light on the Modern Farm

By CHARLES H. ROTH

Time was when life on the farm was a thing synonymous with all that means discomfort, with a lack of conveniences commonly considered essential by the city dweller. But those days have passed. With the internal combustion engine life upon the farm has become more liveable; sanitation, pneumatic water supply systems, pumping engines—there are a whole host of mechanical appliances which go to make farming and farm life less of a drudgery than formerly was the case.

To the farmer with the means to purchase them, the comforts of farm life irresistably appeal. Chief among these is the farm lighting plant, and I predict a time, said Mr. Roth, in an address to the National Gas Engine Association, when electric power upon the farm will be as common a demand as is to-day the demand for ordinary implements and equipment. Farm help is high priced, difficult to secure and more difficult to hold. The alleviation of manual labor is a desirable aim, and in this respect alone electricity will be invaluable on the farm in the future.

It will light the home, the barn, dairy buildings, yards, etc., by the pushing of a button. It will provide current to operate fans, blowers for forges, pumps, motors for talking machines, sewing machines, dish washers, pianos, ice cream freezers, meat choppers, dough mixers, cream separators, churns, vacuum cleaners, refrigerator machines, sad irons, curling irons, soldering irons, hot water bottles, cooking utensils, milking machines, feed grinders, corn shellers, hoists, emery grinders, drills and machine tools of various kinds. The young folks can experiment with X-Ray and wireless telegraph work, telephony and many other interesting things that electricity is applied to. Be-

sides the country dances with the rooms electrically lighted as a form of entertainment, we will soon find moving pictures shown on a screen against the barn in summer months and inside during the winter. This is entirely possible with a good farm lighting plant.

The average farmer with an automobile and an electric light and power plant, will consider himself more favorably situated than his city brother. In a district where a number of farmers live close together, one of them who may be a little more enterprising than the others can install a small central station operated by a gasoline engine, and furnish electric current to his neighbors.

The Possibilities of Electricity

Who knows the possibilities of electricity on the farm? Will it not be used to stimulate the growth of plant life? Will it not be used to kill off insects, weeds and other objectionable matter? Will it not be used to purify the water supply? Will it not be used to make hens lay more eggs? We see to-day only a few of the things that electricity will do for the farmer. The possibilities are vast and improvements and new applications will come along gradually as the necessity for them develops.

In the early days of electric machinery, the generator was of far more importance as a manufacturing and sales proposition than it is to-day. Then the sale of generators was a large proportion of the total number of electric machines sold, because the large central distributing stations were few and motors were not much used.

As time went on the generator grew in size, the central station increased its scope and capacity, until to-day we find single generators of 30,000 h.p. capacity, capable of furnishing current to drive

thousands of motors ordinarily used in manufacturing plants.

The result is that in late years the sale of standard generators has been comparatively small in volume, those sold being of large capacity.

Recently, however, there has been an increasing demand for special generators for use in connection with small gas and gasoline engines, particularly for lighting farm houses, summer resorts, etc.

It is really surprising to note the interest that is manifested by the rural residents on the subject of electricity for lighting their homes and other buildings for power purposes, tractor lighting, etc.

To obtain the best result in your efforts to get this trade, it is necessary that the engine manufacturers and the generator manufacturers get closely together, design their respective apparatus so each will work correctly and so that the component parts of the system work properly in conjunction.

Further, we must co-operate in the education of the possible purchaser, both as to the benefits and conveniences of electricity on the farm and the proper care of the complete installation.

By a proper handling of the matter, a vast increase in the sale of gasoline engines can be made, and it is of vital importance that every manufacturer of gas engines, every jobber and every dealer become thoroughly posted on the use of electricity on the farm. This is becoming easier from day to day as the necessary supplies for a complete installation are being improved and standardized.

The 32-volt direct current system is rapidly coming into favor as the standard for small plants. This can be used for installations up to 150 20-candle

power lights, placed in the various buildings on the average farm, or summer resort, if not over 400 feet from the generator. The 32-volt system is desirable because various electric appliances such as electric fans, flat irons, soldering irons, curling irons, small motors, etc., are becoming standardized at that voltage and are more easily secured than other voltages, and if a storage battery is desired for all night service, the cost of the battery is fairly low.

The 110 or 220-volt systems are recommended where any considerable quantity of energy is to be generated and a goodly proportion of it is to be transmitted to various parts of the farm for driving electric motors.

Steadiness of voltage is of great importance. Where storage batteries are used, the batteries act as balancers and steadiness of light is secured, and it is not necessary to have a special generator or a special engine.

However, if current for lights is to be taken directly from the generator, it must run at constant or steady speed, or be provided with a voltage regulating system. A number of such systems are in use and are meeting with success.

The Automatic Installation

Another system recently brought out is arranged so the engine and generator run only when light is required.

Upon turning on any of the light switches, the engine is quickly started. This is accompanied by the use of a three-wire system, the switches being arranged so the third wire makes connection first. This third wire connects a small 6-volt storage battery with a starting motor that is directly connected to the generator, thereby starting the generator and engine. The engine will continue running as long as one light is burning.

I consider the ideal system to

be one that can operate with a hit-and-miss engine without storage battery and still give steady light. Such a plant would include a generator with a moderate size flywheel to prevent rapid fluctuation of the speed of the generator, and a voltage regulator to take care of changes in speed of longer duration. It must be a complete plant alone, but so designed that a storage battery can be added at any time, with no change in the system except simple adjustments.

Probably all systems that are being sold will give fair satisfaction if handled intelligently. Usually the more automatic the system, the more a person must know to be able to keep the system properly adjusted. The more simple the system the less attention it will need although it may not give quite as satisfactory light as the automatic systems when they are working properly.

At all events, the farm electric lighting plant is a feature that no implement dealer can overlook, since the dealer is the logical sales avenue for such plants. Every dealer should investigate the different types of installations upon the market, and with a knowledge of the outfit he will find sales in his district to be no insuperable difficulty. The number in use in Western Canada and the Western States shows beyond the shadow of a doubt that the farmer who can afford one is not slow to invest in a lighting outfit for his

barns, home and dairy. The dealer who is pioneer in his district for the sale of these plants is the man who will eventually find them a most profitable line to handle.

The Russian Grain Situation

In a report to Washington under date of June 22, Henry D. Baker, of the U.S. Consular Service, states that the quantity of the last crop of grain on hand in the country, which might eventually be exported through Odessa, a large grain port in the Black Sea, amounted from 900,000 to 1,050,000 tons (ton 2,000 lbs). It is stated that the stocks of wheat and rye on hand at Odessa are somewhat smaller than in the two previous years, whereas stocks of barley and corn are larger. The reason given is that the Russian Government has purchased large quantities of wheat and rye.

In the month of June the stocks at Odessa were as follows: Wheat, 2,700 tons; rye, 54 tons; barley, 14,400 tons; corn, 7,920 tons. In normal times the stocks of wheat in Odessa in June would represent the entire crop harvested in districts tributary to that port, since all the grain of the old crops would have been shipped. At the present time, however, the granaries of estates and farms are overloaded with grain left over from the last crop.

The grain can be moved only within the limits of the same district, but not from one district to another, the object of such restriction being to prevent speculation.

The loss of shipment owing to the war has not embarrassed wheat and rye growers in South Russia. The demand for home use proved unexpectedly large, while banks have assisted the farmers and estate owners to hold unsold grain. Prices have been satisfactory. In connection with the probable movement of wheat from the Black Sea, Mr. Baker says:

"It was further mentioned that if the route through the Dardanelles should be opened, probably no heavy over-sea export movement from Odessa would develop suddenly. Even though stocks of old wheat in the country, together with wheat to arrive from the new crop, might seek such outlet for exportation. The necessity of holding back large supplies as food, together with the fact that the freight service of the railways is largely given up to military work, would make any rapid movement of wheat to Odessa unlikely."

In 1913 the exports of food products from Russia, the largest item being grains, represented a value of \$415,699,000. In 1914, owing to the war, this dropped to \$253,820,000.

The Question of the Co-operative Store

The National Council of the Canadian Credit Men's Association in convention passed a unanimous resolution to the effect that in their opinion the experience of the wholesale and manufacturing trade in Canada has been unfortunate in connection with selling co-operative societies, and that it is not advisable for the manufacturer or wholesaler to supply co-operative societies which are not selling to the consumer through regularly recognized channels, says Thos. W. Learie, Editor of the Credit Men's Journal:

"The trade at large knows that the co-operative store, with a few exceptions, has been a distinct failure, and a source of great loss to them. Ontario traders remember the grangers' organization of thirty years ago, which vanished when wholesalers and manufacturers took a determined stand against their campaign in co-operative selling, looking to the elimination of the legitimate retail dealer.

"The wholesalers and manufacturers of to-day are up against the same problem in connection with the grain growers' associations and farmers' clubs, and it is imperative that they give careful thought to the question. If co-operative societies are to continue buying in car-load lots at minimum prices and selling to consumers at the bare cost plus man's time and freight to point of distribution, then there must inevitably result a general elimination of the retail dealer.

"What will be the result? The retailer, unable to earn a reasonable profit, will be forced either to close up or make an assignment. He will either go back to the farm or into the already overcrowded cities. His suppliers will lose him and his fellow dealers as a factor in the distribution of their products. The towns and villages will suffer stagnation and decay. Farm properties will drop in value as the towns go back. Taxation will gradually increase and a general unhealthy condition will affect the whole district, the cities and those engaged in manufacturing and jobbing.

Some Retailers to Blame

"We hold no brief for the retailer who, by exorbitant and extravagant methods, has brought down upon himself the chastisement of the consumers of his district. We believe that most dealers are honorable and fair and they are not making more than a just and reasonable profit on the goods they sell. Manufacturers and wholesalers know that the present methods of distribution are not improved by the introduction of co-operative societies and they must realize their detrimental influence on the retailer. Why then encourage this disturbing factor?

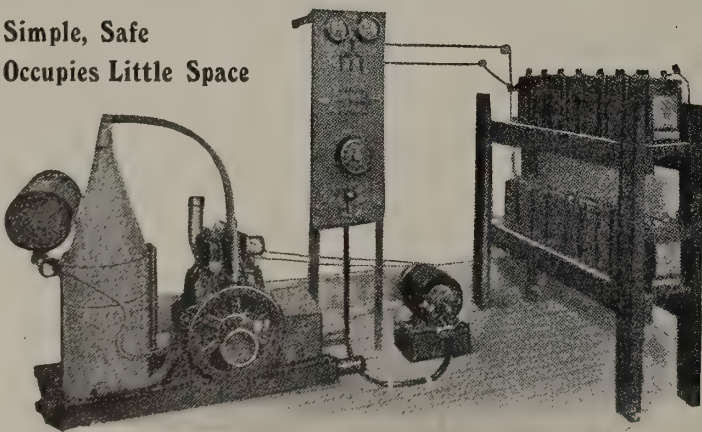
"Manufacturers and wholesalers must consider this vital question and reach a definite decision concerning it. It is not possible to 'run with the hares and hunt with the hounds,' and realizing this, the producing trade should unitedly support the retail merchant who, through long years, has proven himself the logical and the most satisfactory medium for local distribution.

False Attention

"If you are too busy to think, you are too busy," said a wise man once—and the dealer who is too loaded with details to study generalship, as outlined in his trade journals, misinvests his minutes.

SELL THIS LIGHTING PLANT

Simple, Safe
Occupies Little Space



CUSHMAN STORAGE BATTERY—4 H.P. ENGINE

The Engine shown is the Cushman 4 H.P. type. Throttle governed and equipped with Schebler carburetor. Steady-running, quiet, unequalled for generator operation. When not driving the dynamo this engine can be used on the binder or for grinding, sawing, or any power job on the farm.

The Switch Board is fool-proof; fused and fitted with automatic switch. Battery or generator cannot be overloaded or short circuited.

The Cushman Storage Battery for farm use is perfect in design. Plates will not buckle or sulphate. Highly efficient—a practical battery for farm lighting.

Farmers are interested in Electric Light Plants. They are inquiring about them. Get this Agency. Write to-day for full particulars.

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 PRINCESS STREET WINNIPEG, MAN.

Exclusive Selling Agents for: Fanning Mills, Smut & Pickling Machines, Washing Machines, Lincoln Saws and Grinders, Incubators, Hoists, Cream Separators, Grain Elevators, Wagner Hardware Specialties, etc.

Pushing Your Engine Business

In these days of close competition it requires good organization and hard work to build up a good business in selling gas engines. But when once the dealer has established his reputation by the proper methods of publicity and education, he should be able to hold his trade and do a profitable business. If it takes a great deal of hard work and constant study to build up a good business in selling engines and other farm machinery, the profits at the other end will be the reward for the efforts made.

When we stop to reflect what mechanical power has done for land and water transportation and for the manufacturing industries, we recognize at once how important mechanical power has been in the advancement that has been made along these lines.

But the possibilities of mechanical power for farming are just as

great as they are for manufacturing and transportation. The only difference is that farmers have made better use of animal power and have been slow to adopt power-driven and power-propelled machinery. But the fact is that mechanical power is just as economical and just as well adapted for farm work as it is for the other commercial lines. And many have even gone so far as to say that there is even greater need of mechanical power in agriculture than in the other lines.

Aspinwall Re-elects Officers

The annual meeting of the stockholders of the Aspinwall Manufacturing Co., was held at the Company's offices in the City of Jackson, Michigan, August 3rd, the same board of directors being elected for the ensuing year as previously served.

At a meeting of the board of directors held directly after the stockholders' the following officers were elected: President, L. A. Aspinwall; vice-president and general manager, C. C. Rowley; treasurer, G. N. Whitney; secretary, J. A. Parkinson, Jr.

The company has enjoyed a prosperous year and the prospects for the future are exceedingly good. Canadian business is taken care of from the branch of the Aspinwall Mfg. Co., located at Guelph, Ontario, from which dealers can get full prices and particulars regarding the Aspinwall line by mentioning this publication.

Better Farming Trains

That better farming trains are becoming a popular feature in the Prairie Provinces seems to be proven by the recent lecture train which ran over the Canadian Northern in Saskatchewan. At

the thirty-four stopping places, no less than 10,464 persons boarded the train, of which approximately 4,500 were men, and it was a drawback to attendances that rain fell heavily at the majority of the points visited.

The C.N.R. train was made up of standard sleeping and dining cars, a nursing car, household science car, model farm car, crop production car, boy's and girl's car, refrigerator car, colonist car, etc. Samples were shown and descriptive charts giving a whole series of instructive data. The model farm car showed the latest features in barn construction and equipment, also poultry houses and poultry equipment. Experts in practically every line of agriculture gave lectures during the three hours stoppage at the various centres, and there is no doubt that the work done will ultimately result in the spread of better agricultural practices in the districts visited. It helps the sale of modern farm equipment.

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POTATO
MACHINERY

Absolutely
the Best

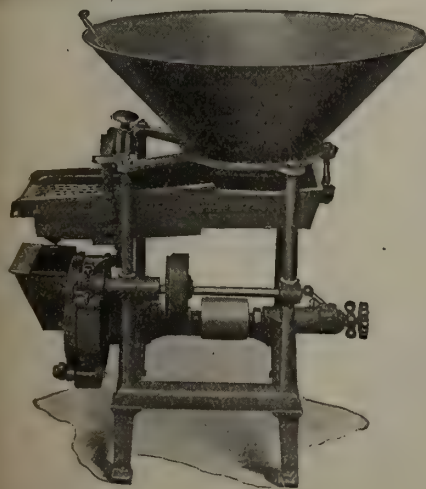
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DIGGERS SORTERS

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WORLD'S OLDEST AND LARGEST
MAKERS OF POTATO MACHINERY

GUELPH, ONTARIO, CANADA

IT PAYS TO GRIND THE FEED FOR STOCK



THE Increased Food Value of ground feed over whole grain is good reason for its use.

Many farmers claim that by substituting ground feed for unground, there is a saving of from one-fifth to one-third of the grain and at the same time it produces more flesh, more milk and cream, more rapid growth and keeps the stock in better health.

THE MASSEY-HARRIS GRINDER

is famous for its great capacity, economy of operation, high character of work done, and its durability.

Made in two styles and five sizes, with or without
Bagger Attachment, as desired.

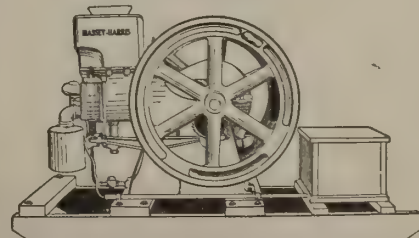
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DESCRIPTIVE CIRCULAR
tells all about it.



The Massey-Harris Engine affords a reliable and economical source of power for running the grinder or other power driven machines.

The Cream Separator

The first essential of profitable farming is the cream separator. Many authentic instances are on record where the farmer has sold from one-fourth to one-third more butter fat from the same herd after buying a cream separator. The resulting profit has been an increased number of cows on the farm and a corresponding increase in income per farmer from every territory under consideration.

This one-fourth or one-third more profit is enough to land the losing half of milk growers well up in the profit chase. It makes the cream separator a necessity to the man who sells cream or butter and brings us to our third condition—that the farmer depends on machines which he buys from the dealer for his success in the fertility-saving system of farming.

The one kind of farming which insures maintenance of the land is dairy farming, where cream or butter is sold and the skim milk fed fresh to calves and pigs. A ton of butter brings in the market over \$500, and takes away but 50 cents' worth of fertility from the soil—provided, of course, the manure is returned to the land with a manure spreader.

Even if cream separators were the only machines which the dealer could supply to the farmer to help him in profitable farming, there would be a considerable source of income to the dealer for years to come. Many farmers who need separators—in fact, cannot get along profitably without them—have not yet purchased separators. The great majority of the farmers who milk three and four cows do not own separators, and they must needs use a separator before they can increase their profits and feel like increasing their herds.

Exhibition of Soil Products

In connection with the Western Canada Irrigation Convention, to be held at Bassano, Alberta, November 23-25, an exhibition of soil products will take place. The late date at which the convention is held should ensure a large attendance of farmers. All exhibits of soil products must be grown or produced by the exhibitor himself during the season of 1915. No entry fees are charged for exhibits and handsome money prizes will be awarded in each class. Full particulars, and the prize list, will be forwarded any intending exhibitor who cares to write R. A. Travis, Board of Control, Bassano,

or Norman S. Rankin, secretary of the Western Canada Irrigation Association, Calgary.

Prizes will be awarded for different classes in alfalfa, timothy, western rye grass, peas, brome grass, red clover, winter rye, hard winter wheat, hard spring wheat, oats, barley, corn, flax, potatoes, sugar beets, turnips, onions, cabbage, garden collections, preserved fruits, bread, butter, etc. A committee of expert judges will place the awards.

A Business Which can be Developed

As a district gradually develops from purely grain farming, and the farmers begin to increase their holdings in stock, with the accompanying necessity for feed, the time has come for the implement dealers in that locality to develop the installation of silos.

The benefits of ensilage to the stock and dairy farmer require no recapitulation here, but as regards the silo itself several thoughts naturally arise. The silo is the result, like all things, of a gradual evolution. While it may be all right to call any structure a silo which is hollow inside, able to stand up, and air-tight, there are other desirable qualities which are essential to the success of a silo.

The silo must be built of material which will resist weather conditions for years; it must be able to defy the action of the silage juices; its configuration and air-tight qualities must be permanent so that there is no necessity of annual overhauling. When empty, the silo must be strong enough to resist external wind pressure; the interior walls must be smooth and free from angles or projections, and the silo must have doors at intervals to provide for emptying; these doors, when shut, excluding all air.

There are different types of silos on the market, each with some special features of excellence. The dealer who desires to develop this class of business should investigate the various makes, and manufacturers will be only too pleased to forward him all necessary information.

Furthermore, the sale of the silo opens up new business for the dealer. Along with it he can sell ensilage cutters and engines, in fact the silo on the farm means an increased need for many different machines—especially corn tools. And, in the end, the main value to the dealer lies in the fact that every silo purchaser begins immediately his extra contribution to the general welfare of his com-

munity, and in that community the implement dealer is usually the first man to benefit materially by the improvement in local conditions.

Ontario Will Hold Tractor Demonstration

Eastern Canada will have its first tractor demonstration Nov. 3, 4 and 5. It will take place on the grounds of the Agricultural College at Guelph, Ontario, and will be under the direction of the Ontario Department of Agriculture, the Ontario Provincial Plowmen's Association and the Ontario Agricultural College.

For thirty-five years the Ontario Plowmen's Association has held annual meetings at Guelph on which occasions prizes were given for the best plowing by team. This meeting will be held as usual, insuring an attendance of from 2,000 to 3,000 of the best farmers in Eastern Canada. There will be no prizes, however, for the tractor plowing exhibits. Manufacturers and others interested may obtain further information by addressing Tractor Farming Demonstration, 8 Wellington St., East, Toronto, Ontario.

The Size of the Silo

The diameter of a silo should be determined by the amount of ensilage to be fed. If less than 11-5 inches of ensilage are removed daily, moulding is likely to start. The warmer the weather, the greater the depth of ensilage that should be removed. In winter 12 dairy cows fed 40 pounds a day will use up the right amount from a 14 foot silo, while in summer it would require 18 cows to use up the amount of ensilage that should be removed daily. For the 12 foot silo, 9 cows in winter and 13 in summer; for the 16 foot silo, 17 cows in winter and 25 in summer. Let the amount of ensilage fed daily determine the diameter of the silo and let the height determine the capacity.

New Canadian Record for Dairy Cow

All records made by Canadian cows of any breed or of any age for the annual production of butter fat have been broken by a 3-year-old Holstein cow, bred and owned by J. H. Steves, of Steveston, British Columbia, a prominent Holstein breeder of the Province. Her yield amounted to 938.93 pounds of fat, with 24,149.3 pounds of milk. But for the recent sensational record of the Holstein junior 3-year-old

Fenderne, Holinger Fayne, which secured the world's championship with 1,116.5 pounds of butter fat, the world's junior record would be led by this British Columbia cow.

Corn—King of Crops

That more than 20 per cent of all the improved farm land in the United States is annually devoted to corn was the statement made by Prof. P. G. Holden, of the International Harvester Co., in an address at the San Francisco Exposition. In 1914 the United States produced 2,700,000,000 bushels of corn, with a value to the growers of \$1,900,000,000. In 1914 the total corn crop of the world amounted to more than three and one-half billion bushels, grown on a hundred and seventy million acres of land. South Dakota alone has an annual yield of seventy-five million bushels, while in 1913 Canada produced 17,000,000 bushels.

Corn requires much greater care to prevent deterioration than most other crops since it is a comparatively new crop, as we know it to-day, and its characteristics have not been so thoroughly fixed through centuries of breeding as have those of other grains. It has been taught, talked, preached, printed and demonstrated in every agricultural country of the world, says Prof. Holden. Poor seed is the greatest cause of the poor yield of corn. Just one small 8-ounce ear of corn added to each hill will raise the average in the United States to 52 bushels per acre, double the yield and value of the crop. To summarize:

1st. Corn from a standpoint of acreage, yield and value exceeds every other crop.

2nd. Wherever corn is grown, there you find high priced land and prosperous people.

3rd. No other crop can replace corn, but corn can readily take the place of any other grain crop.

4th. Corn is put to a greater number of uses than any other crop that grows.

5th. There are greater possibilities for improvement, yield and quality of corn than any other crop.

The most important needs for a greater yield and better quality of corn are:

1st. Better care and testing of the seed.

2nd. Campaigns of education for home consumption of home grown corn. Better methods of cultivation. Organization of boys' corn clubs, etc.

The DeLaval Separator Co.
HIGHEST AWARD
FOR
CENTRIFUGAL
CREAM SEPARATORS

OFFICIAL
AWARD
RIBBON



PANAMA PACIFIC
INTERNATIONAL
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CHIEF

Grand Prize

Panama-Pacific Exposition

AWARDED TO

DE LAVAL Cream Separators

As at every International Exposition held since the invention of the centrifugal cream separator in 1878, the De Laval received the highest award.

Likewise, as at all previous representative expositions, dairy products exhibited at San Francisco by users of De Laval Cream Separators received all the higher awards made.

DE LAVAL DAIRY SUPPLY CO., LTD.

Winnipeg Vancouver Montreal Peterboro

50,000 Branches and Local Agencies the World Over

The Light-Weight Tractor

One of the most marked phases in the recent design of the tractor is the departure from the original style of heavy machine. A heavy gas or kerosene engine of the portable or semi-portable type was formerly used. In the general construction of the machine heavy cast iron gears and ordinary mild steel shafts were common, in fact lavish weight was seemingly considered a necessary factor in design. In many cases the rims of the driving wheels were of cast iron, or a combination iron and steel structure. The result was a heavy and cumbersome mechanism which consumed much of its own developed power in the effort necessary to propel its own weight over the field, leaving an unnecessarily small margin for effective drawbar pull.

By the use of high grade materials and finely finished machine work, coupled with an extensive system of heat treated parts, the component parts in tractor design have been raised to a pitch of

quality in which they compare favorably with auto or truck construction. A machine that was mobile in operation yet effective on its own power was aimed at.

The engineers who have designed the modern highly efficient light weight tractor use very wide wheels equipped with sharp spurs or growers to give them the hold upon the ground. The balance of the machine is made as light as is consistent with durability. In order to transmit the power of the motor to the rear wheels, they use cut and hardened gears, very often of alloy steel. They also use heat-treated shafts mounted in roller bearings with all working parts enclosed in oil tight cases. Strength is obtained by increasing the quality of the material, rather than the quantity. Common cast iron for the working parts of a tractor is very rapidly disappearing.

Even the hubs of the wheels are now very largely made from steel and the wheel rims are built up from special rolled shapes. In one of the late designs, the wheel spokes even are made from heat treated nickel steel, which is three or four times stronger than a given section of wrought iron, which formerly was used to quite an extent. The result of this sort of design is that we now have tractors which weigh only half as much as the old style machine, yet which deliver the same drawbar pull.

This reduction in weight is of vital importance to the operator of a tractor. For every hundred

pounds gross weight of a tractor it is necessary to allow at least one-tenth of a horse power in the motor. A tractor having 2,000 lbs. excess weight, absolutely wastes at least 2 h.p. in propelling the machine over the ground. Horse power wasted means gasoline wasted, and gasoline costs money.

The Future of the Gas Engine

In increasing farm production and values, the gas engine holds unique possibilities, as pointed out by Hugh McVey before the National Gas Engine Association at their recent convention. The purchasing power of the farmer depends not only on what he produces, but also upon the cost of what he buys. In the U. S. between 1900 and 1910 the money value of one acre of farmers crops increased 72 per cent. During the same period, the value of the articles usually purchased by the farmer increased only 12 per cent. Consequently, as a result of the greater increase in price of what the farmer sells, he has a net increase in purchasing power of 54 per cent. That is, in 1910, one acre of crop would purchase 54 per cent more of the articles usually bought by farmers than was the case in 1900. In 1900 the total value of all farm property in the U. S. was less than twenty billion dollars. By 1910 it was over forty million dollars.

In view of the fact that there has only been a small increase recently in the number of farmers in the United States, each farmer is worth almost twice as much as he was 10 or 15 years ago. This naturally increases the buying

power of the farmer since he has considerably more money to spend.

"I have recently," said Mr McVey, "done some investigating, the result of which convinces me there are owned and operated on the farms of America to-day more than 1,500,000 motors, including ordinary gas engines and those in tractors and automobiles.

"Since there are over 7,000,000 farms in the U. S. and since probably less than 1,000,000 farms are actually represented in the 1,500,000 (on account of many of the farms having two or more motors) it is very apparent that the great farm market for gas engines is practically untouched."

In a comparative degree these arguments apply equally well to Canada, as compared with our neighboring country. There is a vast field for gas engine sales, as yet practically untapped. This year the farmer has, as a rule, a purchasing power which he has not had for many years. It would seem that gas engines, properly developed by the dealer, should be a line which cannot be overlooked in the future.

Special Meeting of A.S.A.E.

The American Society of Agricultural Engineers will hold a special meeting at the Panama-Pacific Exposition, San Francisco, Cal., Sept. 21 and 22. This meeting will be held in connection with the International Engineering Congress at which every engineering society of importance in the world is expected to be represented.

Wire Salesmen Visit Winnipeg

On August 26th, 200 hardware salesmen arrived in Winnipeg upon a special train known as "The Frost Special," the train being run as a conducted tour by the Frost Wire Fence Co., of Hamilton, Ont., and Winnipeg.

The touring salesmen are the winners of a salesmanship contest conducted by the Frost Wire Fence Co., and twenty-three days of travel are arranged for by the company, several officials of which accompany the train. While at Winnipeg the salesmen visited the Manitoba Agricultural College, before proceeding West via Moose Jaw and Banff, en route for the Coast. San Francisco and the Panama Exposition will also be visited, the tourists going to Los Angeles and returning east via the Yellowstone Park.

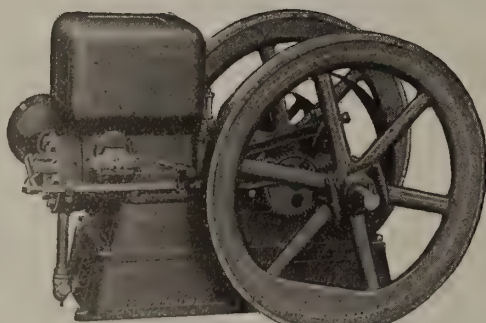
Western Canada IMPLEMENT DEALERS, HARDWARE STORES and PUMP MEN, ATTENTION!

"Manitoba" wood and iron pumps are satisfactory to thousands of farmers in Western Canada. Other dealers are handling our lines because of convenience in always being able to get repairs. If you are not buying from us, try a sample. We are the largest manufacturers of iron pumps and brass cylinders in Western Canada and the second largest manufacturer of wood pumps.

Ask for catalogue and our agency propositions.

Manitoba Engines Ltd.
Brandon, Man., and Calgary, Alta.

THE JUMBO LINE



The Model "F"
6 H. P.
Gasoline Engine

Supplied either with wooden skids or iron sub-base, with or without Webster Magneto. Friction clutch pulley if desired. An ideal engine for farm work.

In the JUMBO LINE, the Model "F" engine is one that will appeal to every dealer. Make and break ignition. Hit and miss governor; 5½ x 10 in. bore and stroke; 36-inch fly-wheel; weight, 1,200 lbs. Pulley 14 x 8 inches. Requires no batteries and has self starter. Jumbo Engines are made in

1½, 2½, 4½ and 6 Horse Power

Jumbo Engines are reliable, durable, simple and mechanically perfect. Cheap in cost; very economical in operation. Furnished on skids or on iron sub-base. Mounted on portable hand truck if desired.

Implement dealers should get prices and particulars of the JUMBO LINE. It will sell in your territory.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
Western Canadian Jobbers

Tudhope-Anderson Co. Limited

Winnipeg

Regina

Saskatoon

Calgary

Selling the Grain Elevator

The primary grain elevator was the shovel, with all its back-breaking labor. Grain on the farm twenty years ago was handled by that simple means—plus manual labor and a quite unnecessary waste of time. Farmers slowly became aware that grain elevators existed, but they were usually considered to be anything but practical, and only suited to a farmer who had a large acreage to operate.

Finally, as the price of land and hired help advanced, the farmer cast around for less expensive methods of doing his work, and among the mechanical adjuncts to farming he found the grain elevator. At the present day there are a vast number of grain elevators on the market, all more or less similar in design. The principal difference in the various types lies in the mechanical construction and attachments. Dealers are, generally speaking, acquainted with their use, if not with the different types of construction. In selling a grain elevator which is driven with a gasoline engine, for instance, care should be taken to see that the speed of the elevator conforms to that given by the manufacturer.

The selling possibilities of these elevators is very great. They are one of the essential parts of the equipment of the modern farm,

and even a farmer with only eighty acres can profitably invest in a grain elevator.

As a machine that saves a lot of hard work the elevator has a prominent position. One or two sold in any one territory invariably leads to further sales, in fact it is no great task to make a line of grain elevators a very paying proposition. The up-to-date farmer realizes that shovel work is unprofitable work, and even if he has only seen an elevator at work he is loath to do manual labor what can be done easily and quickly by a machine that costs comparatively little compared with the labor-saving effected.

The majority of the grain elevators formerly used were placed on an incline of about forty-five degrees, the grain being carried on scrapes or flights. Some of them were of the portable type, but were somewhat different in design from the more modern models. The stationary elevator was also introduced, generally being placed in a vertical position on the inside of the building.

Most of the stationary elevators carry the grain with cups or buckets. One advantage with the stationary cup elevator is that it can be placed on the inside of the building, where it is always in the dry and always ready for use.

To give best results a grain

elevator should be placed above the floor and not in a pit. Placed below the level of the floor it occasionally causes trouble. Furthermore a machine installed on the floor can be oiled and attended to more easily and is more convenient in every sense of the word.

Dealers who intend to push elevator business should line up their prospects early in the season, but it is a wise step to first write to the different companies producing this class of machinery so that full particulars can be obtained of the different types. To have a thorough knowledge of the different types lets the dealer choose the machine which he feels will sell best in his community. Some machines are more easily erected than others—a feature that the dealer should look into. It is a wise step to make an effort to see the different types of elevators in operation, as a better idea of the service the machine can render will be available.

When this important farm machine is considered from the dealers' standpoint of profit, ease of handling and satisfaction to customers, he cannot well afford to be without a grain elevator con-

tract. It is not a hard line to handle, and the small amount of time spent in learning this line, can be coined into profit for the dealer and that, in a season when other implements are unseasonable.

Alterations to Vehicles Act

The Saskatchewan Legislature recently made some changes to the Vehicles Act as applied to engine-driven vehicles. For the first time in that province a difference is recognized between high and low powered automobiles. This and other changes in the scale of registration fees are given herewith:

Motor vehicles of 35 horse power and under, registration fee, \$10; \$10 annually.

Motor vehicles of over 35 horse power, registration fee, \$15; \$15 annually.

Dealers shall pay \$25 for five plate numbers, and \$25 additional for each subsequent number plate.

Motor cycles, \$5; \$3 annually.

Chauffeurs, \$5; \$3 annually.

Any person losing his number plate must apply for re-registration, and a new plate will be issued for the fee of \$1.

The New Improved "Taggart" Portable Grain Elevator

The most economical machine that the dealer can handle. Saves his customers time and money; takes the drudgery away from handling grain. The New Improved "Taggart" is made in the West—for the West. It is the best elevator made, and at a price that makes sales certain.

Great Capacity—Low Cost

The "Taggart" gives the highest efficiency obtainable in grain elevating machinery. Handles 750 Bushels per hour with ease. Made of the best materials, yet produced at a lower price than any other grain elevator. It will last a lifetime. Strong worm conveyor, large buckets and flexible spout that delivers the load at any angle or height up to 21 feet.

DEALERS:

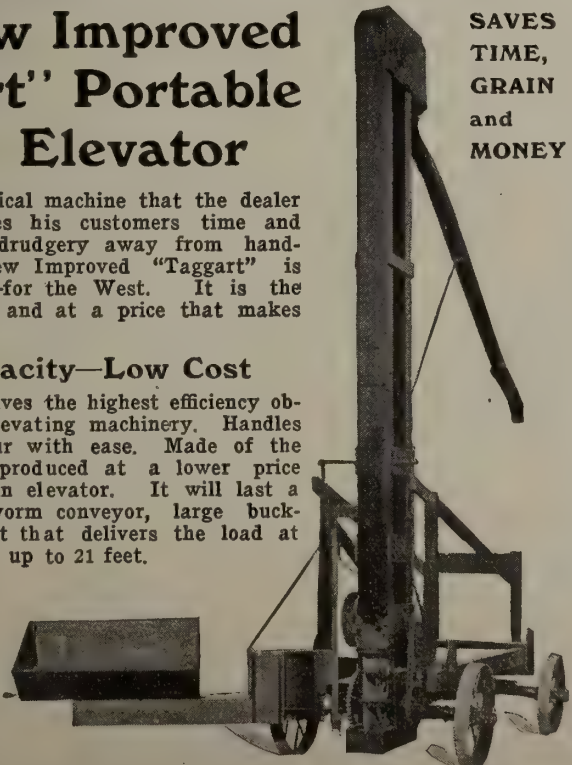
Get in line now for the sale of the "Taggart" Elevator. Handle the best and create satisfied customers.

A Letter will bring you our Liberal Proposition

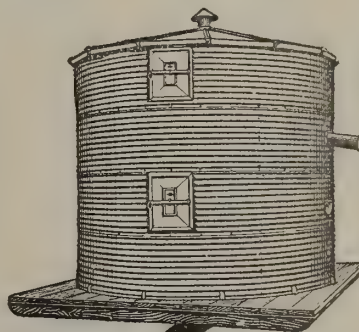
Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 PRINCESS STREET WINNIPEG, MAN.

SAVES
TIME,
GRAIN
and
MONEY



You Get the Granary Business— and Hold it—when you sell your customers the "EASTLAKE"



Farmers who know endorse this granary. It saves time and labor; affords absolute protection from fire, weather and vermin. Sell it this season. Dealers who handle the

"Eastlake" Portable Corrugated Steel Granary

get the granary trade in their territory. Get full particulars of our agency proposition NOW. Read what one farmer says:

Norman N. Ferguson, of Abernethy, Sask., writes: "The 'Eastlake' Granary arrived O.K. I have set it up. It went together fine. It is a dandy piece of workmanship." Note these many excellent features:

Filled from any side.	Machine-made throughout.
Two Unloading Chutes with padlocked cut-offs.	Interchangeable and removable side and roof sections.
Two Pressed Steel Doors.	No cast iron used anywhere.

STRONG—RIGID—DURABLE—SIMPLE—EASILY ERECTED
Not expensive. Write for our complete illustrated circular.

The Metallic Roofing Co., Limited
797 Notre Dame Ave. Manufacturers WINNIPEG

We make all kinds of Sheet Metal Building Materials

Rumely Company Reorganized

Official notice has been received of the reorganization of the Rumely Company. It is very gratifying to us to announce the successful reorganization of this company, and will be good news to the trade. It brings back to normal a company which, as pioneers in the manufacture of threshing machinery and tractors, has commanded the respect of the whole field. The reorganization will be a benefit to the entire industry.

The new company will start with a remarkably strong financial position, which will enable it to conduct its affairs solely with reference to the ultimate good of the business.

The Rumely Company and its constituent companies, dating back almost eighty years, have never betrayed the confidence and good-will of the trade, though rumors have been consistently circulated during the receivership, tending to discredit the company and its ability to meet its obligations.

In this connection, holders of Rumely commission certificates will be pleased to receive assurance that, in the plans of reorgan-

ization, arrangements have been made to pay in cash every matured commission certificate, on or before Dec. 31st. The new company assumes all commission certificate obligations of the old company.

The new Rumely Company will confine its operations to the manufacture and distribution of heavy line machinery only, having given up the handling of jobbing lines of small machines. The company will devote its attention solely to its lines of threshing machinery and tractors—all made in the Rumely factories.

That Rumely has been busy even during its troubles is evidenced by the appearance of a new small tractor at the Bloomington tractor demonstration the week of August 23rd—its initial appearance. Recognizing the need of the farmer for a small one-man tractor, the engineering department has successfully developed a tractor of this type.

This small Rumely tractor, called the "General Utility Tractor," made a pronounced hit at Bloomington, Ill., and promises to live up to the reputation of the larger Rumely tractors which have been leaders in the tractor field for many years.

The new company recognizes the necessity of service to its customers, and no efforts will be spared to make this service the best in the threshing machinery field. This, coupled with its strong line of machines, promises much for present and prospective customers. Finley P. Mount has been elected President of the new company, J. H. Guy, Vice-President and General Manager.

Keeping the Goods Sold

It is a mistake if the dealer considers that his interest in a sale ends when the machine or implement is sold and delivered to the customer. It is to his best interests to keep in touch with the customer, asking him whenever you run across him, whether or not the goods are giving satisfaction.

On the assumption that you sold the customer an engine, the idea can be traced as follows: Six or seven months since you sold John Smith an engine. One day John enters the store and you casually ask how the engine is always running.

"Oh, all right," says John.

Then you ask him whether it ever misses fire at all, and John recollects that the other day he overloaded it a little and noticed that it missed fire every little while, and that the smoke was rather black, with an explosion where it didn't seem to belong.

This at once lets the engine dealer who knows his job come to certain conclusions. He explains to John that the batteries are probably getting rather weak and as a result, when the engine fires frequently under heavy load, the current is reduced to such an extent that it will not ignite the charge in the cylinder. On the next revolution the unburned gas gets into the exhaust and when the explosion does not take place, this unexploded gas, which has accumulated in the muffler, is fired by the exhaust.

There is no chance of any danger, but the signs are such that you can assure John that the batteries are weak and will steadily get weaker until the engine will not run.

What is the result of this verbal investigation? Simply that the dealer may have saved himself an unpleasant journey later on. Possibly on some frosty morning the telephone might ring and at the other end John is shouting that the derved engine won't run and will you come out right away and see what is wrong with its "innards." The

dealer is saved several hours time, and a long drive, through his foresight in pointing out to John that the signs looked as though the batteries were about run out.

The same reasoning applies to all machinery. A steady enquiry after the "health" of the machines you sold, a diagnosis of what may be the matter in case of minor faults, lets the customer forestall ultimate breakdown and saves the dealer future trouble. Such a system of enquiry does more to keep goods sold than anything else, and in the end it pays the dealer because he gets a reputation for selling goods that give little or no trouble that cannot be attended to by the customer himself. Try jogging up the customer for any little defects in goods sold him. In nine cases out of ten, it is only that he does not know what is the matter. Head off complaints by eliminating their possibility.

Good Salesmanship

Good salesmanship is one of the biggest assets that a merchant has and he certainly cannot neglect developing it. The efficiency of the merchant's clerks depends largely on the ability they display in successfully selling his wares. So it is with the merchant himself. In order to develop the efficiency of his business on a higher plane he is first compelled to look upon good salesmanship in a different light, considering the apparent indifference that is now shown by so many merchants when the issue of good salesmanship comes up for discussion.

That the success of a merchant's business hinges on this point is too true not to mention, therefore it is being strongly impressed on the merchant in order that he too can gain by paying heed to this article. How many merchants are there that can say, "I am successful," who have not made good salesmanship a long point in their business?

Sell Quality Goods

The dealer who is to-day doing business on the price system is simply on the defensive. He is surely slipping backward, although he may not recognize the fact that there is a tremendous fight on to try and get back to the quality basis. If he continues on the defensive he will soon be like the stone which is drawn by the power of gravitation against which it has no resistance.

Two Business-Builders

"LISTER" GRINDERS

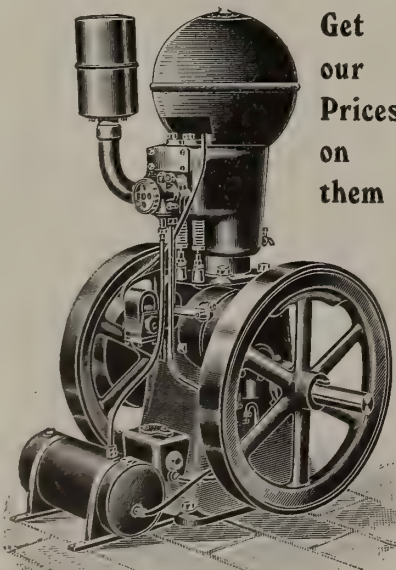
Designed especially for Canadian requirements. We guarantee it to grind more, with same power, than any other grinder of its size. Reversible plates, giving double service. Heavy main shaft with end thrust ball bearing. Large worm forces feed into plates. Each machine has attachment for driving bagger. Spare plates with every grinder. With or without legs. You cannot sell a better grinder.

Get
our
Prices
on
them



THE "LISTER" GASOLINE ENGINE

Made in Five Sizes: 2, 3, 5, 7 and 9 H.P. Has High Tension Magneto Ignition. No batteries required. Automatic Lubrication. The engine that received the Highest Award at the 1914 Winnipeg Engine Demonstration. Economical, reliable, durable. Every engine shipped complete, ready to run. No extras are required. Get our prices and proposition, and sell these winners this Fall.



R. A. LISTER & CO., LTD.

WINNIPEG, MANITOBA

TORONTO, ONT.

ST. JOHN, N.B.

Rumely Reorganized

This is to announce the reorganization of the Rumely Company.

This reorganization proves that the faith of our friends in the ultimate outcome was justified, and puts upon its feet a company whose lines of power-farming machinery have been leaders for many generations.

The new Company will start with a remarkably strong financial position—plenty of resources and no heavy burdens to detract from the main issue—to make the best in heavy line machinery and back it up with maximum service.

The Rumely company, with its constituent companies covering almost eighty years of business, has never betrayed the confidence of the trade nor failed to meet its obligations—all rumors to the contrary notwithstanding.

All holders of matured Rumely commission certificates will be paid in full, in cash, on or before Dec. 31st, 1915. The new Company assumes all commission certificate obligations of the old Company.

The new Company will confine its operations to the manufacture and sale of its heavy line machinery only—threshing machinery and tractors—all made in the Rumely factories.

The old established lines of machines will be continued—bettering them, of course, where possible, but always adhering to the same standard—the best that long experience, modern plants, and expert workmen can produce.

The Company recognizes the importance of Service to its customers, and no efforts will be spared to make this service the best in the threshing machinery field.

The big plants of the Company, for months past busy turning out the 1915 product, will show materially increased activity, in anticipation of increased demand for the Rumely lines, and in accord with its service plan to customers—prompt shipment of machines and repairs.

All contracts for next year's agencies will be made by the new Company—and in this connection, 1916 promises much for the dealer who is connected with the new Company's operations.

The reorganized company will carry the name, Advance-Rumely Thresher Company.

Advance-Rumely Thresher Company.

La Porte, Indiana,
September 1, 1915.

The Man and the Machine

Nowadays, as never before, the farmer must be an engineer. Manual labor on the farm has been replaced by mechanical power, and all that has been done in this regard is only a beginning. It took work to house cows in the old barn, to feed them, water them economically, milk them by hand, strain and set the milk and churn it. But nowadays we have the modern sanitary barn, feed and litter carriers, manure spreaders, steel stalls—every mechanical feature that will aid man in the labor of dairy farming. We build and fill the silo, spread the manure by a machine, milk by a system operated by a gasoline engine, churn by power after we have used the power driven cream separator—and so on.

No longer do we have the weary labor of pumping water. We supply the farm home by power, gravity or the hydraulic ram. We dispose of sewage by scientific methods; we have on the farm the bathroom and sanitary closet. No longer does the farmer need to spoil his eyesight by using a spluttering oil lamp. Lighting systems are at his service, either gas, gasoline or electricity.

And in the fields there is the infant development of the steel horse—the tractor, an industry which has only begun to be realized. Inventiveness will one day call forth machines for every sort of farm—and machines which will do the work more cheaply and better than could hand labor. It is necessary for the farmer of to-day to study and understand the internal combustion engine, but the farmer of the future will be an engine expert.

What, in the ultimate, does this all mean? Does it not signify that the man who sells mechanical appliances to the farmer—the implement dealer—must keep abreast of agricultural mechanical development more than any man. He must know intimately what are the possibilities of power machinery of every type as produced for agricultural requirements; upon him devolves the educating of his community to the truth that the day of body breaking manual labor is passing forever from the farms of the American continent.

What Credit Costs

Consider what it costs to carry accounts on your books for various periods of time. The cost in interest alone is a feature that no implement dealer can overlook.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, SEPTEMBER, 1915.

The following are the actual figures from the books of a merchant who is fairly prosperous and a fairly typical type of merchant in the middle West. The gross accounts on his books amounted to \$4,883.24, divided approximately as follows:

Two hundred dollars four years old; \$500 three years old; \$500 two years old; \$500 one year old; \$500 six months old; \$1,000 three months old; \$1,683 current accounts.

Now suppose money is worth 6 per cent a year. In this instance we have \$200 for four years, \$48 or 24 per cent; \$500 for three years, \$90 or 18 per cent; \$500 for two years, \$60 or 12 per cent; \$500 for one year, \$30 or 6 per cent; \$500 for six months, \$15 or 3 per cent; \$1,000 for three months, \$15 or 1½ per cent; a total interest of \$258.

Outdoor Life and Eyesight

One of the most remarkable features in army recruiting has been the fact that soldiering improves eyesight. At the outset, both in Canada and the Motherland, large numbers of men otherwise physically fit were rejected for army service on account of trifling defects in vision. Later facts have shown that these minor

defects need not bar a man, since military training completely cured the eyesight in a few months.

The reason for this fact—and fact it is—seems obvious. Fresh air, physical training and a life in the open do more to correct optical defects than all the lenses ever ground. Many men, who previous to enlistment followed sedentary callings, could scarcely see across the street without glasses, and now, after a few months, find that their eyesight is strong and normal. There can be little doubt that a life spent reading letters, documents or bills of lading must affect even the best pair of eyes. Army life has proven beyond a doubt that a change of calling, physical exercise and looking across the open places, benefit the eyes more than all the glasses made. To those whose lives are more or less spent out doors must at times come a thought that their lot is cast in more pleasant places, from an optical standpoint, than that of the journalist or editor to whom life is a short sighted drama of plain paper, type and printer's ink. The implement dealer, driving across the rolling prairie can judge kindly the man who produces his trade paper if at times the latter may look upon business with a liverish vision.

Selling Quality Goods

It would seem from the standpoint of the implement dealer that it is a mistake to frequently change the line of implements which he handles. A man may be biased by the question of low price, and may consider that the lower prices quoted on a certain line of goods will mean more business for him if he gets hitched up with the concern which produces such goods or acts as jobber for their distribution.

Yet there is always the possibility of the cheap line being one that sells at a certain price but at the expense of quality in the goods produced. Sooner or later the farmer comes to the conclusion that the goods are not as represented, and the natural result is that the prestige of the dealer suffers.

Furthermore, in this changing from one line to another, the dealer must, sooner or later, come up against the question of repairs. Having sold a certain plow, disk or binder, for instance, to a customer some two or three years ago, and since that time having changed the line, the customer naturally comes to the store where he purchased the goods when he is looking for repair parts.

If, during his business career, the dealer at some time handled lines of inferior goods, he has usually to do double work in order to place machines of proven worth in his territory, for the reason that the recollection of the unsatisfactory goods rankles in the minds of the customers. A cheap machine sold at the price of a good machine has the same effect—it only breeds future trouble for the man who handles it.

The best salesman a good machine has is itself. Service, satisfactory service, is what it talks. It belongs to a family with a reputation for quality and worth. The farmer has seen the make, and knows by experience and contact with other farmers that the quality machine gives dollar for dollar in value. To get a good line, to stick to it and push it consistently, would seem to be the best principle for any dealer. The easiest sales you ever make are the ones made through the reputation of the good machines previously sold. In repair service, the easiest repairs to be obtained are the ones for the machine you have handled for years. You can guarantee your customers prompt repair

service. They know that it exists, because you represent a line that has given satisfaction locally for years, in point of value and in accessibility to repair parts.

In connection with repairs, it is a wise step for the dealer, now that the busy season is over, to consider what his repair requirements were for this year. Was there delay or shortage in this or that? What feature turned up which you had not foreseen? By analyzing the repairs which were necessary this year, the dealer can, even at this early date, calculate pretty nearly the class and quality of repairs which he will require for the 1916 season. As the season closes, it is a good idea to get customers to outline what breakages they have had, what parts they want replaced. Impress upon them that it is easier to order these parts now so that next year when the busy season comes around again the machine will be in proper operating condition without a moment of unnecessary delay. Foresight in this connection is good for both farmer and dealer, while there is no rush for the parts and in the future plenty of time to replace them.

Making Trade Literature Pay

No dealer who has not had an intimate acquaintance with what printers and engravers charge for their work can estimate what it costs the companies who manufacture farm machinery to produce the splendid literature they lay before the trade. A story is told of a dealer who attended a tractor demonstration. He had been handed a booklet on a well-known tractor, and after a brief glance through the pages threw it on the ground. The salesman for the company said to him:

"Say, if you saw fifteen cents in good coin lying on the ground, would you worry to pick it up?"

"You bet I would," replied the dealer.

"Well," said the salesman, "fifteen cents is what it cost our firm to print every copy of that little book that you dropped in the mud just now. Seems like money wasted—don't it?"

But apart from the mere cash value of the literature from a typographical standpoint, it has a trade value for the dealer who uses such publicity wisely in his territory. All this literature is not published for the sole sake of immediate business results. A great deal of it is written so as to be of general instruction to the

farmer, the name of the company only being an incidental.

The large machinery manufacturing concerns have done a great deal in educating agriculturists simply through the distribution of such literature, a fact that machine concerns do not usually get any credit for, and, so far as the dealer is concerned, he ought to make an effort to derive the greatest possible benefit from the advertising matter sent him by the manufacturer. There is a type of dealer who seems to largely ignore this valuable asset to his business; you will find piles of leaflets and booklets lying in out of the way corners in his warehouse. In fact you may even see some of them used for "kindling." This system is entirely wrong. It is good money wasted, and more than that it is valuable advertising matter buried. The aggressive dealer should see that every customer who enters his store, and every one on his mailing list, is supplied with this farm equipment literature.

To obtain the best results from the advertising matter spread broadcast by manufacturers, dealers must use it and not ignore its existence. A proper system of distributing this publicity literature pays; it starts the farmer thinking along certain lines, and makes it more easy to sell him the goods when the time comes for the sale of the implement or machine advertised.

Making Business Drudgery

The writer recollects going along the main street in a Saskatchewan town about nine-thirty o'clock on a Fall night. On the street were three implement stores, and from each—and the drug store—came rays of light that denoted the presence of the proprietors or their help. The principle of keeping the store open late is a feature often found in retail business in the West. It seems, to say the least of it, unnecessary for a man or men to keep open day and night for any particle of trade that may drift their way. It would seem that closing the store at a reasonable hour—seven or eight o'clock at the latest—would in no way diminish the volume of business done in the year. There is, of course, the necessity for a drug store—or possibly a general store keeping open, but it is the exception rather than the rule that the farmer does his machinery buying after dark. As a rule he is either on the way home, or has

at least finished his purchasing before eight o'clock.

While it may be reasonable for the retailer to keep open until late on Saturday evenings, there seems little need for keeping the doors open during the other five working days. Such a policy is neither good for the retailer or his clerks. The latter are dissatisfied at late hours—and the sales, if any, do not compensate for the waste of light and weariness resulting from a day which is too long. Life can be made more enjoyable for both salesman and proprietor by having a definite closing hour, and that at a reasonably early time in the evening.

The Protection of Business

Economists who delve into the past cite instances of past nations that rose to eminence through the development of industrial and commercial supremacy—likewise that their fall was due to the over-development of commercialism to the exclusion and neglect of those duties and ideals of citizenship which are primarily essential to national life. An exception to this might be said to be the Jews—a race without a country yet with abnormally developed commercial ability, and, generally speaking, very good citizens.

Yet when we consider Canada, a country still young and vigorous and in the formative stage of development, a question that arises is that of proper recognition on the part of our government and our national legislative of the business man. While agriculture is our great basic industry, the individual and collective welfare of the business unit must be considered, since it is logically the welfare of the nation as a whole.

Destroying Old Catalogues

While there are many jobbers and manufacturers who make a feature of advising the dealer to destroy all old catalogues and price lists whenever new ones are issued, some firms do not take the trouble to do so. It would seem that considerable trouble could be saved both dealer and jobber if this system were followed, for it would ensure the dealer always having the latest prices on hand so that when ordering there would be less possibility of mistake or error. Of course, such notification would necessarily only apply to those dealers who keep a proper catalogue file and take a pride in having it up-to-date.

Personal

The concern at Brandon, known as the James Motor Co., has been dissolved.

George Guthrie has taken over the garage at Eston formerly controlled by O. E. Lee.

It is reported that W. Waiser, a harness dealer at Glenella, has sold out his interests to Henrick Orsel.

J. G. Hayes is the name of a new implement dealer who has commenced operations at Fort William.

Smith and Sutherland are two partners who have opened a garage and auto agency at Wolseley.

John T. Sawyer is doing a nice business in the warehouse at Roland formerly carried on by McConnell Bros.

W. B. Hagerty has sold out his implement business at Annaheim to a couple of dealers named Langen and Ebner.

The plant of the Alberta Metal, Culvert and Tank Co., at Didsbury, has been leased to the McClaine-Wrigglesworth Co.

Lee and Holmes have dissolved partnership in their garage and agency business at Eston. The former partner continues.

J. H. Beckett, who carried on an implement business at Expanse, has sold out his interests at that point to a couple of dealers known as Finn and McDowell.

C. L. Haas is the name of an implement man who has opened a new and well stocked warehouse at Bruno. We wish Mr. Haas every success in his new venture.

J. G. Sullivan, who carries on a hardware and implement business at Kisby, has decided to focus his energies on the implement lines only. He has sold out his hardware stock to a concern known as Rollins Bros.

David Drehmer, manager of the John Deere Plow Co., Winnipeg, has been for some little time confined to his home by a severe attack of sciatica. We trust that he will soon be able to be back at his desk.

It is reported that the M. Rumely Company, La Porte, Indiana, is planning to enter the field with a small tractor. The particulars regarding this machine will, it is said, be made public in October next.

The implement firm of Nelson and Gibbons, Liberty, has been re-organized, Mr. Gibbons leaving the business. A new partner

enters, the company now doing business under the title of Nelson and Leishman.

We regret to report the death of P. A. Jones, a partner in the implement firm of Hope and Jones, Yellow Grass. The late Mr. Jones was very popular in his town and community, and will be missed by a wide circle of friends.

In Manitoba binder business has in many districts been exceptionally good this harvest. In the Killarney district more than fifty binders were sold, while at Ridgeville it is reported that one implement dealer sold thirty-two binders in one week.

The travelling staff and local agents of the Cockshutt Plow Company, operating in Western Ontario, have notified the authorities at Ottawa of their willingness to provide a machine gun for the Canadian forces. A large number of men from the Cockshutt organization have joined the ranks, many being at present on the firing line in France.

The Moline Plow Company, Moline, Ill., announces the appointment of D. J. Murphy, of Minneapolis as manager of the Oregon Moline Plow Company, Portland, Ore. Mr. Murphy, who succeeds B. G. Lane, resigned, has been connected with the Minnesota Moline Plow Company, of Minneapolis for the past six years.

Early in August N. C. Furlong, for many years general agent for the International Harvester Co., of America, succumbed to Bright's disease. The late Mr. Furlong was identified with the McCormick Harvesting Machine Co., and later served the I. H. C. in various capacities at Cincinnati, Louisville and Parkersburg. He will be missed by a wide circle of friends.

We recently had the pleasure of a visit from our old friend M. P. Roblin, who, it will be remembered, was at one time connected with the Moline Plow organization in Western Canada. Mr. Roblin has left the implement business and intends to direct his energies to farming in the Canadian West. He looks as youthful as ever, and the years certainly lie gently upon him.

During a disastrous fire at Austin, on Aug. 17, the center section of the village was burned, some \$15,000 value of property being destroyed. During the conflagration the implement warehouse of E. A. Stout was destroyed, damage to the extent

of \$6,000 being done, with \$3,000 insurance. Mr. Stout has resumed business in the Clifford warehouse in Austin.

J. W. Ackland, president and general manager of Messrs. D. Ackland and Son, Winnipeg, recently returned from a business trip to Calgary. While in that western city, Mr. Ackland let the contract for the new warehouse for the company to be erected in Calgary. The new building is now being constructed and will be rushed to completion. The greatly increased space of this branch of the Ackland organization should still further the service extended implement dealers by this aggressive company.

On August 10th there passed away at Covina, California, James H. Matthews, at the age of seventy-two years. The late Mr. Matthews was born in England in 1844, coming to Canada in 1881. He started in Brandon and was interested in the Brandon Daily Sun. Later he went to Hartney, where he engaged in the farm implement business and also conducted a farm on a large scale. Some twenty years ago he moved to California, where he resided until the time of his death. He leaves a widow, daughter and two sons to mourn his loss.

At the last annual meeting of the retailers of Saskatchewan it was decided to form an organization to be named The Retail Merchants Mutual Fire Insurance Company. This company has not been incorporated, with headquarters at Saskatoon. The following retailers were elected as officers: President, J. L. S. Hutchinson, Saskatoon; vice-pres., G. A. Maybee, Moose Jaw; secy-treas., F. E. Raymond, Saskatoon; directors, W. W. Cooper, Swift Current, H. D. MacPherson, Regina, J. C. Nichol, Radisson and O. B. Manville, Prince Albert.

Recently John C. Ingles, assistant manager of the Estevan branch of the International Harvester Co., left that town for Chicago. Mr. Ingles has been appointed travelling representative for the I.H.C. in South Africa, where he will call upon the many concerns handling the goods of the harvester organization. The company has no distributing agency in South Africa, but sells direct to jobbers in the trade. Mr. Ingles has for the past twelve or thirteen years held responsible positions in the selling organization of the company in Canada and is singularly fitted

for his new post. We wish him success in his travels beneath the Southern Cross.

Col. A. B. Taber, founder and for many years editor of our contemporary, the "Implement and Vehicle Journal," of Dallas, Texas, has closed his desk and now retires from the field of trade journalism. He will pass the evening of his life on a farm in Arkansas. For upwards of half a century Col. Taber has been identified with the implement trade of Dallas and the surrounding territory. He has been secretary of the Dallas Implement, Vehicle and Machinery Club almost since its inception, and will be greatly missed by the implement fraternity of Texas. We trust that time will deal gently with the veteran ex-editor in his retirement from the implement trade arena.

Our old friend, O. F. Berkey, is certainly kept moving in recent years. Mr. Berkey was recently appointed assistant general sales manager of the Emerson-Brantingham Implement Co., at Rockford, Ill. He has now been transferred to Minneapolis where he will take charge of the Minneapolis branch of the E.-B. organization. He succeeds F. D. Moody who has conducted the Minneapolis branch for the past five years. Mr. Berkey, in a way, returns to his old home, as he started in that territory as a traveler with the Moline Plow Co. He is well known to the West Canadian implement trade as former manager at Winnipeg for the Canadian Moline Plow Co., leaving this city when the plow concern ceased to do business in Canadian territory.

We recently had the pleasure of a visit from B. Conway who, for the last three years, has been located in Swift Current. Mr. Conway has made a contract for the sale of the line of pleasure vehicles produced by the Monroe and McIntosh Co., at Alexandria, Ont., and also for the "Viking" cream separator, as made by the Swedish Separator Co., of Chicago. Along with his other lines he will handle the products of the Heller-Aller Co., of Windsor, Ont., including Baker wind engines, pumps, pump jacks, tanks, tank heaters, feed cookers, water systems, etc. At an early date Mr. Conway will move from Swift Current to Regina, so that he will be in a better position to supply the trade, with the lines which he represents. We wish him success in his new agencies.

Obituary

It is with regret that we report the death, on September first, of "Ed." Cahill, of Winnipeg, a gentleman well known to implement and carriage dealers throughout the Canadian West. The late Mr. Cahill succumbed to heart failure while travelling on a train near Hanley, Sask.

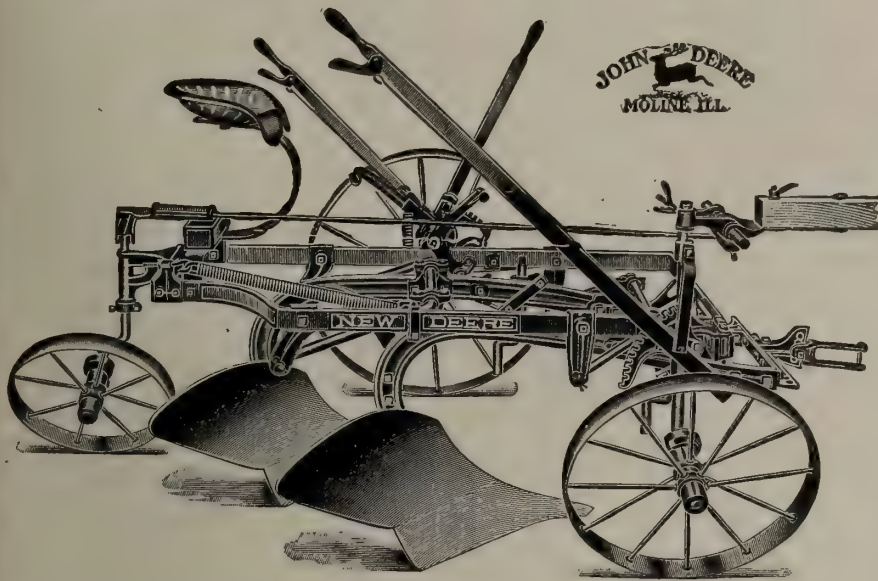
Fifty-three years ago Ed. was born in Elgin County, Ontario, subsequently serving his apprenticeship as a blacksmith, later carrying on a successful business. In 1888 Mr. Cahill started a carriage building business at West Lorne, and for years held the reputation of being an expert in this line of production. About 1900 he became connected with the firm of William Gray and Sons, of Chatham, Ont., for which concern he handled the territory of south-eastern Ontario.

In 1904 he became financially interested in the company, coming West to Winnipeg, where he occupied the post of sales manager, his territory embracing the entire area from the Great Lakes to the Pacific Coast. Some six years ago, when the concern known as Gray-Campbell, Limited was formed, Mr. Cahill was appointed manager, a post which he filled with conspicuous success. When the headquarters of the company were removed from Winnipeg to Moose Jaw, Mr. Cahill was transferred, holding office at the latter city for a short time. A little more than a year ago he resigned his position with the Gray-Campbell organization, devoting his entire time to the supervision of his personal interests, among which was a farm in the Goose Lake district in Saskatchewan. A genial personality, his passing will be regretted by a wide circle of friends in the implement and carriage business. He leaves a widow and three children to mourn his loss.

Barbed Wire in Warfare

Since the outbreak of the European war thousands of tons of barbed wire have been shipped abroad for use by belligerent armies. The wire used for domestic purposes, stock enclosures, etc., has in the majority of cases two short-pointed barbs, roughly 1½ inches long and spaced about three inches apart. The wire woven for army use in the construction of wire entanglements has four long-pointed barbs, and is altogether a more formidable obstacle to surmount.

Sell Plows of Proven Prestige



New Deere Light Draft Sulky and Gang Plows

No dealer can afford to ignore the value—in dollars and cents—of REPUTATION in the goods he sells. There is a vast difference between simply selling a plow, and a plow plus a world-wide reputation for known quality and service.

What is plow prestige?

It is simply the good opinion of enough people, based on practical experience, to make that particular plow the best seller.

Year after year the demand for JOHN DEERE Sulky and Gang Plows proves that farmers will buy a plow of unequalled reputation rather than any other—even at a lower price. Get the JOHN DEERE reputation behind your plow business.

Remember that name alone does not sell poor plows, but that good plows have made one name famous. Let us tell you about them.

Fleury Line of Stock Raisers' Machinery

Fleury machines are always in demand. They stand first in the estimation of Canadian stock-raisers. Fleury machines are most profitable for the dealer to handle, because they give satisfaction and the best returns on his investment to the customer. Ask for particulars of Fleury's Roll Crushers, Grain Grinders, Straw and Ensilage Cutters, etc. They will fill the requirements of your customers.



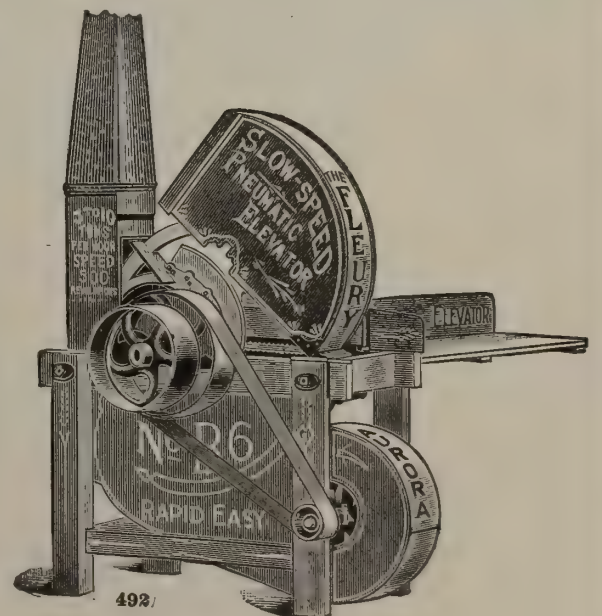
Fleury's Rapid-Easy Plate Grinders

Famous throughout Western Canada. Built in 8, 10, 11 or 12-inch plate sizes, for either rod or belt drive. Do more work, faster and with less power, than any other plate grinders. Plates are reversible—giving double the wear. Perfect feeding arrangement. Here we show the No. 2 Rapid Easy Grinder, with 10-inch plates. Takes from 4 to 12 h.p., and grinds all sorts of grain. Baggers can be supplied to fit all sizes.

Fleury's Hay and Straw Cutters, with Slow-Speed Pneumatic Elevator

Made in two sizes: B. 6 Cutters, with 12-inch mouth and two knives, and B. 8. Cutters, with 14-inch mouth and three knives. The most satisfactory machines made for cutting hay and straw in large quantities, delivery by pipe to any point desired. Each machine furnished with sufficient sheet steel pipe to carry cut material to a height of 20 feet from the floor. Extra pipe lengths furnished if required, or stove piping may be used. Simple in construction, made of best materials, strong, durable and of great capacity. Though not shown in illustration, these machines are now built with steel carrier feed tables, making feeding easy, and when machine is at full capacity thereby saving time and labor of one man. Investigate these cutters—you cannot sell better.

WRITE NEAREST BRANCH FOR PARTICULARS
OF THESE SEASONABLE LINES



John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton

Your Wagon Business

In the sale of wagons, the dealer who has closely followed the trend of the wagon business is assured of the fact that the quality policy has been most successful. Not only the manufacturer, but also the dealer and purchaser are more and more insisting upon quality standards. The cheap wagon that fails to stand up under service, reacts when sold very unfavorably to the prestige of the dealer who handles it. The built-to-sell mail order wagon is probably the best advertisement for the well-built, serviceable wagon that can be had. It requires little observation to at once see the difference between such a wagon and one produced by a firm who have for years sold quality goods that have stood the test of time and service.

The wagon buyer and particularly the wise farmer realizes that strength and service are the really important considerations. He is naturally a close buyer and dickers for the closest price he can get—but, in the end he is more concerned with what value he is going to get out of a wagon than with how much money he will have to put into it. He will pay

the price if he is convinced that he is getting the quality. He responds to the quality and service appeal in advertising. In fact, it is generally admitted that in practically everything he buys the farmer has come to demand the best.

The dealer who wants to build up his business on a sound basis must fully satisfy his customers. When he sells a wagon that gives lasting satisfaction he creates a booster for his business. When he sells a cheaply built wagon he is pretty sure to create a knocker. Question the dealers who have been in the business for twenty, thirty or forty years and have made it pay, and you will find them strong for the quality lines.

A New Zealand Demand

The Department of Trade and Commerce at Ottawa has received a communication from New Zealand indicating the name of a firm in that country which is in need of cast chilled plowshares. The firm in question has forwarded a sample share to the Department. It is

understood that a special alloy in the metal is necessary to stand the chilling process. The share is, however, chilled on one side only. Many thousands of these shares are used in New Zealand annually, and Canadian firms could probably do a very substantial business in this line, provided they have the necessary equipment to manufacture this cast chilled share, and also wish to establish an export trade in this commodity. By writing the Department of Trade and Commerce, Ottawa, referring to File No. 1749, the name and address of the firm, also full particulars, will be obtained by manufacturers.

Tractor Demonstrations in the United States

This summer has seen a positive epidemic of tractor demonstrations in various states of our neighbor to the south. Hutchinson, Kansas; Enid, Oklahoma; Champaign, Illinois; and Fremont, Nebraska, are a few of the principal demonstrations staged.

The initial demonstration for the Hutchinson territory, July 19-24, was unfortunately spoiled by rain, nevertheless it demonstrated the great interest taken

by farmers in the latest adjuncts to power farming. At the various demonstrations large and interested crowds witnessed the showing.

A superficial analysis of the constructive details of the different machines indicates two general points: First, the general trend toward kerosene burning engines; and, second, the adoption of the four-wheel type of tractor by a majority of manufacturers. The four-wheeled tractors outnumbered the three-wheelers nearly two to one. The crowds, however, were not partial to any especial number of wheels and the sales reported were divided among all types. Several twin-wheelers for direct attachment to various implements, and two of the familiar caterpillar machines, were also seen.

At Fremont demonstration, the most popular of the series, the most prominent exhibitors were: Avery Co., Peoria, Ill.; Hart-Parr Co., Charles City, Iowa; Wallis Tractor Co., Racine, Wis.; Joliet Oil Tractor Co., Joliet, Ill.; Heider Mfg. Co., Carroll, Ia.; International Harvester Co., Chicago; Emerson-Brantingham Co., Rockford, Ill.; Holt Mfg. Co., Peoria, Ill.; Kinnard-Haines Co., Minneapolis; J. I. Case T. M. Co., Racine, Wis.; Waterloo Gas Engine Co., Waterloo, Ia.; Universal Tractor Co., Columbus, Ohio; Lion Tractor Co., Minneapolis, etc.

Draft and the Disk Harrow

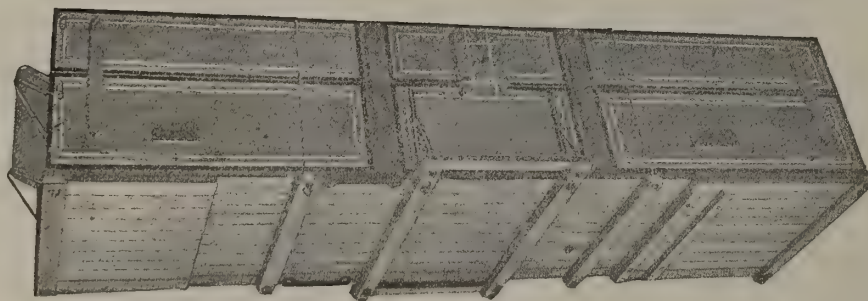
The disk harrow, when set to do real good work, is not a light draft implement, and the farmer should be urged to use plenty of horse power with it. The efficiency of this, and many other farm machines, as well, is frequently greatly lessened because sufficient power is not used to operate it.

Farmers sometimes complain that the disk harrow has side draft tendencies. These complaints usually come when the farmer is disking on side hills, or when he is lapping. To control some of this side draft, instruct the farmer to set the gang at the greater angle that is on the uphill side. The gang that is working in the previously disked ground, when lapping, should also be set at the greater angle. This gang will then encounter about the same resistance and the forces that tend to make side draft will thus be overcome.

The dealer should make sure that the farmer uses the devices provided on modern disk harrows for keeping the inner end of the gang as deep as the outer end.

Wagon Box with Reinforced Bottom Sells and Gives Satisfactory Service

Strongly
Built
of the
Best
Materials



Bottom View Showing Reinforced Ends

Finely
Finished,
Attracts
the
Customer

The illustration shows how our Wagon Box is reinforced front and rear. The reinforcement extends from the ends of the box past the bolsters.

On inside of box is a chain spreader which prevents spreading when hauling heavy loads. The chain is easily fastened.

Six hardwood cleats carry the bottom, which is made of select pine, tongued and grooved. Rub irons are long, protecting the box whether used on a high wheel wagon or a truck.

The lower box is fastened to the bottom by six iron straps, three on inside and three on outside. Bottom cleats are riveted—cannot split. Sides and ends of box are made from select cottonwood.

ASK FOR OUR PRICES. WE CAN INTEREST YOU.

THE
BEST
PLACE

D. Ackland & Son, Limited

Calgary
Edmonton



65-68 Higgins Ave.
Winnipeg

THE
BEST
GOODS

Every Farm is a Factory

The opportunity of the town lies in the country. The country can get along without the town, but no town ever has been or ever will be permanently prosperous where the land is poor. The town is built on farm profits; on what farmers produce in excess of their home needs. In fact, towns are liabilities, not assets—consumers, not legitimate producers. Towns are the natural evolution and outgrowth of necessity—places to store and distribute the world's surplus products through the channels of commerce, says C. M. Carroll, in *Harvester World*. There is but one road to permanent city building—that road leads to the farm. Business is so sympathetic, so sensitive to crop production, that the forecast of a poor wheat or corn crop affects the markets of the world. When the harvest fields smile, towns wax fat, and factories increase the pay roll. Corn, wheat, and hay, beef, pork, and poultry—these are the soil builders, the home builders, the builders of great cities.

The old fashioned chamber of commerce, with its cash bonuses and free factory sites, is rapidly passing away. Instead of grab-

bing business from each other, towns are beginning to look to the country, out into the fields of growing corn and wheat and hay. Here lies the opportunity—for the great city, strange as it may seem, is out in the country, hidden in the fertility of the soil. A successful hay campaign will bring factories to the town. Hay means beef and pork, which beckon the packing house and storage plant. More corn means cereal mills, glucose factories, starch factories. Flour mills locate in wheat-producing sections. Creameries follow the dairy cow, and the truck patch calls for the canning factory.

Let us have more chambers of agriculture and commerce and fewer "commercial clubs." Let us create wealth from the opportunities at home, and not subtract it from other communities.

We must not forget that every farm is a factory, and that in every state there are thousands of these factories which need our best thought and effort to make them productive.

The harvester company will plan and work with you in whatever stands for the development

of your community, county or state, and for the improvement of your farm-factories. In them lie the future of the town.

Efficiency on the Farm

The following from an agricultural journal could be used with profit by the implement dealer in his campaign for the sale of manure spreaders. The reminder reads:

"If you haven't time to haul out the manure from the barns and corrals and spread it in the old-fashioned way with a pitch fork, buy a manure spreader and do it right. If you will use it judiciously, the increased yield in crops will more than pay the cost within two seasons, and the spreader, well cared for, will last for many years. You cannot become an efficient farmer and realize the maximum returns from your time and labor without good implements."

A Sparkless Oil Engine

An engine that will run on any kind of oil and without any ignition whatsoever, is the invention claimed by R. M. Hird, who is also inventor of the Oil Pull

Tractor, as it was produced by the Advance Thresher Co. before their absorption by the Rumely organization.

Ignition is by compression. There are no batteries, magnetos, nor any electrical devices to cause a spark. By air, compressed in the cylinder, the fuel is heated to its explosion or flashing point, this temperature varying with different oils. Since air heats under compression, this principle is used to get the necessary explosion.

My Friend

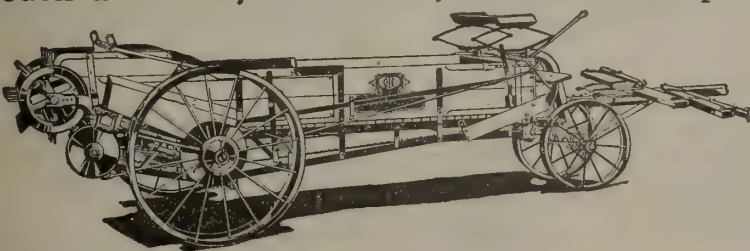
He may be six kinds of a liar,
He may be ten kinds of a fool;
He may be a blooming high flyer
Without any reason or rule.
There may be a shadow above him
Of ruin—and woes that impend;
I may not respect—but I love him—
I love him because he's my friend.
I know he has faults by the billion,
But his faults are a portion of him,
I know that his record's vermillion,
He's far from a sweet seraphim.
But he's always been square with
"Yours Truly,"
Ever ready to give or to lend.
And though he is wild and unruly
I love him, because he's my friend.
I knock him, I know, but I do it
The same to his face as away;
And if other folks know—well, they
rue it
And wish they'd had nothing to say.
I never make diagrams of him,
No maps of his soul I have penned;
For I don't analyze—I just love him.
Because—well, because he's my friend.
—Exchange.

Did You Ever Put Over A Delivery Like This?

THE agent in this town is a man who believes in getting out of his INTERNATIONAL HARVESTER MANURE SPREADER agency all there is in it. He wanted to make more money out of it. We helped him do it. The scene shows part of his reward.

Agents are doing things like this with **Deering** and **McCormick** spreaders every week in the year. We co-operate with them in a campaign of selling that includes the mailing of catalogues, folders, letters, the use of the local paper, putting on a demonstration, and personal selling.

When are you going to hold a spreader delivery day? The end of such a campaign and such a delivery will find you with more profit pocketed. Such a campaign will make your future sales come much more easily and more often, whether of more Deering or McCormick spreaders or of the other machines on your sales floor. Write the nearest branch house for facts about such a campaign.



International Harvester Company of Canada, Ltd.

BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.

A Simple System of Figuring Costs

The National Association of Credit Men gives the following simple rules for figuring the cost of doing business; the rules are worth preserving:

Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing to others.

Charge, in addition to what you pay for hired help, an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular pay roll.

Charge depreciation on all goods carried over on which you may have to make a less price because of change of style, damage, or any other cause.

Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

Charge amounts donated or subscriptions paid.

Charge all fixed expenses, such as taxes, insurance, water, lights, fuel, etc.

Charge all incidental expenses, such as drayage, postage, office supplies, livery or expenses of horses and wagons, telegrams and telephones, advertising, canvassing, etc.

Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, bad debts, etc.

When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show you the percent which it has cost you to do business.

The Accuracy of the Binder

The extreme accuracy in the production of the knotter in the grain binder is only one feature in its production. In a visit to a large implement factory, the words of a superintendent are worth recording.

"You see," he said, "when a new machine is designed, we make the parts the old way, because we make a few of them, only a hundred or so. We keep at them until we get them to fit. Then samples are shipped to all the different parts of the country and the machines are tried under all kinds of conditions—rank grain, down grain, rough land and wet land. Then the redesigning comes and a new lot of samples. This process is kept up for sometimes three years, or four, or even five years.

"The machine must be perfect and fit every imaginable condition before the hundreds of thousands of dollars are spent to build the equipment for making the parts, as you have seen with the binder. Before the jigs, forms, dies, planing and boring machines, and bulldozing machines are made, the sample must be as perfect as human ingenuity and experience can make it. Then every machine made is precisely the same as every other. They are more alike than any two peas ever were. Every binding attachment is tested and completely set up on a great many of our machines although we know the parts will fit—they simply have to, for they are exact duplicates. If one machine works, they will all work, even if there are a million of them."

Building Buggy Trade

While it is true that high-priced carriages have almost disappeared from city streets, it is equally true that farmers still use buggies. Some farmers use more of them than others, and no farmer, even though he owns the latest automobile model, would be without one or more buggies, if he had more money to spend. The prosperity that is coming his way within the next year or two will give him that money. Some of it will get into the hands of the buggy dealers, and a part of it will be passed on to the manufacturers.

We believe, furthermore, that the same systematic methods and the same amount of brain work expended in a buggy sales room will bring to its proprietor just as much clean profits in proportion to his investment as the average automobile sales room can show at the end of the year. What we want to impress at this time is that if the buggy dealer is not making money enough he can make more by studying his product, doing more and better advertising, and changing his methods, if need be, to conform to the times.

To bring the prospective purchaser to the right frame of mind, the dealer should get track of every man who is heading towards investment in an automobile. Send him a string of five or six letters, each about a week apart, pointing out the advantages of the time-tried and tested vehicle of proven worth. There are made features about an automobile that the prospective customer does not know about or is ignorant of. Breakdowns, blowouts, repair and running costs, these are but a few features inseparable from the ownership of an automobile. By such a system of buggy publicity it is possible to make the farmer look upon the automobile from a different standpoint.

It can never be made too strong a point that the horse-drawn vehicle is no experiment, and has no uncertainties. It goes where the horse can take it and takes the driver to his destination without any hazard of breakdown that defies solution. While spring is the best time to push the buggy business, a persistent policy of pushing it the year around will do much in the district of any dealer to build buggy business to a better condition than is now the case.

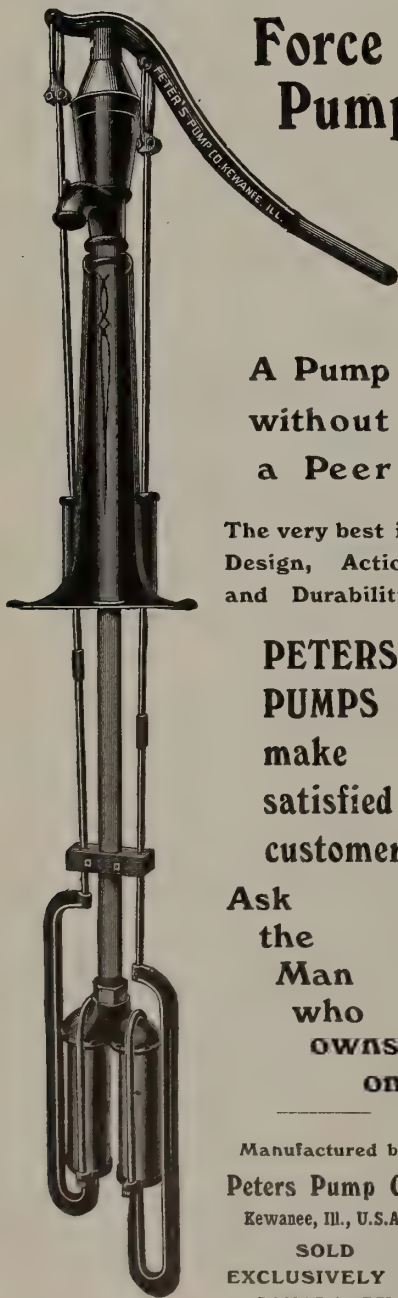
Persistent Effort

No implement business worth while was ever built up by a single canvass. Most sales are made only after persistent hard work and repeated solicitation. The implement business has no place for the quitter. The dealer must realize that steady, persistent campaigning is required; he must go to work with the knowledge that a systematic follow up is essential, and to this end he must provide the requisite facilities for keeping track of his prospects.

Sympathy sometimes has to be spelled just that way.

Anyone can keep store, but only a limited number can keep the sheriff away indefinitely.

Peters Double Cylinder Force Pump



A Pump without a Peer

The very best in Design, Action and Durability.

PETERS PUMPS make satisfied customers

Ask the Man who OWNS one

Manufactured by Peters Pump Co. Kewanee, Ill., U.S.A. SOLD EXCLUSIVELY IN CANADA BY

Tudhope Anderson Co., Ltd. Winnipeg Regina Saskatoon Calgary Write nearest Branch House for Particulars



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order

Brandon Pump & Windmill Works

Brandon Man.



Long Distance or Local

Orders phoned or wired receive our very best attention

OUR ENGRAVINGS by THE ACID BLAST PROCESS ARE THE BEST.

STOVEL CO LTD
WINNIPEG

Competition or Combination?

Look back upon the early stages of business, when no such thing as competition or combination existed. Every man in any line was out for himself. The appearance of a competitor in his line was like a flag to a mad bull. Rivalry became animosity, and destruction of a rival and his business was considered a proper feature of business ethics. The only place where two individuals in the implement, or any other business, could get along well, was when they were so far apart that one did not appear upon the horizon of the other.

As population became more dense, this ideal condition became a physical impossibility. Then we find the merging from individualism into combinations. Businesses grew in size until they demanded more capital and better organization than the individual could furnish. The combination came into existence. For a time the combination was ideal. It lessened, or eliminated, personal competition for a time. Finally, however, rivalry arose between combinations, or between the individual and a combination—and this rivalry thrived until conditions were as bad as when one

man fought against every competitor in sight.

Gradually modern conditions were evolved from the old battlefield of business, but we learned one fact—that there must be competition! We are now learning another fact, and that is that co-operation can cure evils which rivalry cannot heal. Business has outlived popular condemnation; the outcry against large combinations for business purposes is dying out. It is now being recognized that the people and the country's business are not enemies; one cannot exist without the other. As regards combination in any line of effort, there is little doubt but that too much competition is infinitely worse than too much combination. Similar lines of effort try to pull together, where formerly the opposite was the policy. Construction, not destruction, is the slogan. Allied action has become trade co-operation.

Gasoline-Analyzed

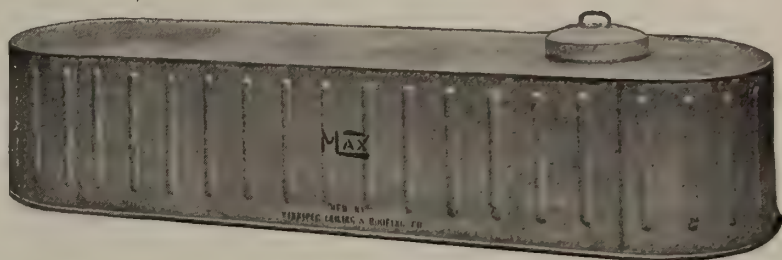
The late George Fitch, a humorist who passed away quite recently, said that gasoline was originally only used for cleaning gloves and ejecting hired girls

through the roof, but it has now been taught a great variety of interesting tricks such as running autos, aeroplanes, motor boats, windmills, street cars, hearses and grain grinders.

By the aid of gasoline we can travel 60 miles an hour through the air, 150 miles an hour over the land, and six feet into the ground

with the greatest ease. Likewise a gallon of gasoline can do as much work in an hour as a horse can do in a day, and it doesn't have to be fed and bedded down at night. It can drive an automobile 20 miles and while doing this cause three runaways, a collision, a \$20 fine for speeding, a divorce suit and an inquest.

MAX WAGGON WATER TANKS



Made of heavy 20-gauge Galvanized Steel. Two 18-gauge Splash Boards.

Sizes: 3x2x8, 9½ Barrels
3x2x10, 12¼ Barrels

A THOROUGHLY SUBSTANTIAL TANK THAT WILL MEET THE REQUIREMENTS OF YOUR CUSTOMERS.

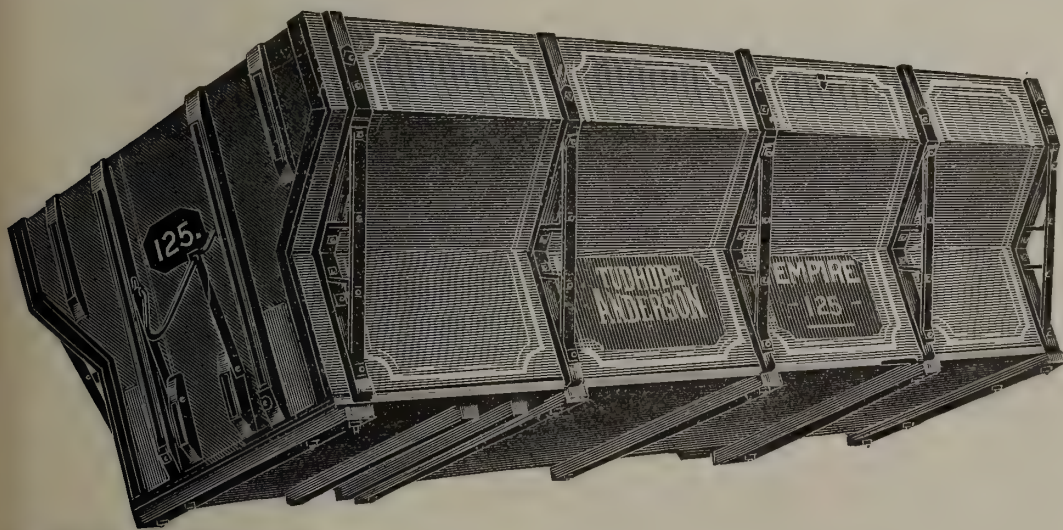
WRITE TO-DAY FOR PRICES

Winnipeg Ceiling & Roofing Co., Ltd.

Manufacturers of Sheet Metal Building Goods

P.O. BOX 3006

Winnipeg, Man.



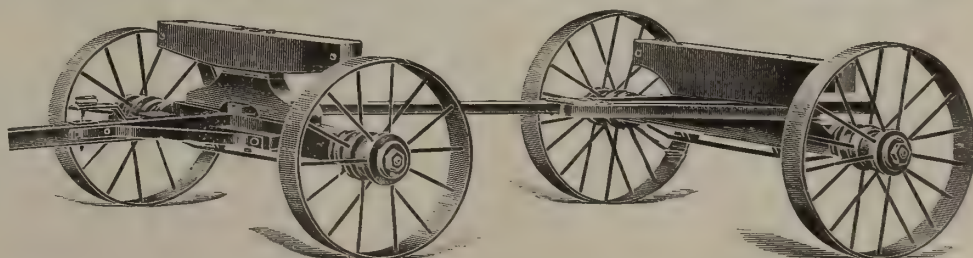
Note the flaring construction—keeps the load low on the wagon. Made throughout of the best Southern Pine. Tastefully finished, striped and varnished. Strong, cannot leak; cross-braced by heavy steel rods. See the heavy side braces. Built to last—and our guarantee goes with every tank. It will get the Tank Trade in your territory.

Caboose Trucks—with Steel Wheels and Cast Skeins

Easy Running, Strong, Durable

Wheels, 2 ft. 6 in. and 3 feet. Tires, 6 x ¾ inch. Skein, 12 x 4 ins. Capacity, 6000 lbs. Weight, 900 lbs. Axles and Bolster of Hard Maple; Tongue of Oak. Thoroughly seasoned timber throughout. Track 6 feet 4 inches.

Get our prices on these Trucks. They defy competition. Low in price—high in quality.



Tudhope-Anderson Co., Ltd., WINNIPEG, REGINA
SASKATOON, CALGARY

Don't Delay!

Order the "Empire" Flaring Grain Tank

Made in Two Sizes--125 and 150 Bushels
Both Sizes Fit 38-in. Bolster

We have a large stock of "Empire" tanks on hand and can fill your order without delay. The Price is Right. You cannot sell a better Grain Tank; its constructional features appeal to every practical farmer. Get prices and particulars right away. You will find the "Empire" tanks the most profitable line you ever handled.

Following up the Customer

In the retail implement business the follow up system in keeping in touch with a prospect is absolutely essential. But, in follow up literature, a concise system must be used. If in any given line it is necessary to follow up a prospect nine times, the whole series of letters should be prepared at one time, so that the dealer can be sure that no one letter is in any respect a duplicate of any of the others. Each letter in the series should be a little stronger than the previous one, putting the case in a little stronger light and setting the farmer thinking in a fresh direction as to your ability to serve him properly and profitably.

Arrange it so the matter will be sent to your list of prospects with clock-like regularity, and do not have it loaded down with a lot of enclosures which will destroy its effect.

The idea is that any farmer who may, might, could and should be your customer, will sometime within the course of the next three or six months want just the goods you have to sell. You cannot know the exact time he is going to want them. There is hardly

one chance in three hundred and sixty-five of one piece of mail matter being sent out at just the time it is going to interest him. In a regular series of matter, you are bound to come somewhere near the time. If what you have said is what he wants and if the price is right, there is no reason under the sun why you should not have his trade.

Smut Explosions Analysed

The other day our old friend, M. P. Roblin, paid us a visit, and he commented on the vast number of separators which had been blown up and destroyed in the state of Washington last year owing to smut explosions. The American Thresherman states that reports from that state show that over 300 threshing machines were blown up and destroyed within a period of twenty days, a loss not only to threshermen but to farmers owing to the burning of many thousands of bushels of grain.

Many theories have been advanced to account for these explosions. Experiments have been

made to find a means whereby they may be eliminated, but so far no satisfactory solution has been offered. The smut in the grain forms the base for these explosions. Smut balls are blasted kernels, the interior substance of which has become displaced during the growing season by smut spores. Millions of these spores are found in a single kernel, and in the case of badly infected grain the balls, passing through the cylinder of the separator in large quantities, produce large quantities of smut dust, which is an oily, dry dust that fills the interior of the thresher. This dust, reaching a certain density, is highly combustible and even explosive.

Many theories have been advanced as to the probable cause of the explosions; some have claimed that small stones passing through the cylinder with the grain, coming in contact with the fast revolving teeth, causes a spark to be thrown off which ignites the dust, others have suggested that overheated bearings are to blame but it has not been demonstrated that either are correct.

Now to prevent this dust from filling the interior of the machine and mixing with these elements to the danger point, it must be kept in circulation and not allowed to fill the machine and to do this a suction fan, placed in the proper position on the thresher will remove this dust and not allow it to become dense enough to cause an explosion. Open the doors on the side and deck of the machine and remove a part of the deck, if necessary, and let this dust out into the open as quickly as possible and it will not become explosive.

A sprinkler system attached to the blow-off of the engine by means of a 3/4-inch pipe gives a means of combating these smut fires when they start.

After the War

"At the close of the war undoubtedly many survivors will come to the American Continent to escape the terrible taxes certain to be levied upon them. But there remains plenty of land uncultivated in this country, and these people, accustomed to intensive farming, will assist us to increase our crops. And that's what we need—intensive farmers! Where we are getting fifteen bushels to the acre we ought to get forty. These European farmers can produce the large amounts, too."—Thomas Edison.

The Auto and the Road

The automobile has promoted the good roads movement all through the North American Continent. This is decreasing the cost of transporting agricultural products to market. And so important an item is this that it could almost be said that the improvements in roads alone would more than pay a big interest on the amount the farmer has invested in cars.

Even now, road improvements have made it possible in many places to use the car every month of the year.

These are factors in the growing business of the local automobile dealer—for on the local dealer the farmer depends for his cars. It accounts for the fact that through the winter the factories are kept busy turning out cars to meet the spring demand. The high point of production is reached about the middle of February. The local dealer buys cars in advance and stores them until the opening of the spring season, so he can make prompt deliveries when the rush comes.

The implement dealer should not overlook the possibilities for money making offered by the popular-priced automobiles. Neither should the manufacturers of this class of cars overlook the great advantages possessed by implement dealers over others in the distribution of motor cars in the country districts. The auto manufacturer and the dealer should get together—it will be to their mutual advantage.

Saving Unused Moisture

When a wise farmer harvests his grain he will follow at once with the disc and harrow and freshly break and mulch his ground to retain, keep stored, any surplus moisture that was left unused in the ground after the crop was matured and harvested. That's economic, scientific and successful farming—the economic conservation of the unused moisture in the soil.

A High Price for Twine

In England, as in Canada, Red Cross sales at which some one thing is auctioned, contributes handsome returns to the Red Cross Fund. At a recent sale in Devizes, England, a most unusual price was gotten for one hundred weight of "Bull Dog" binder twine. The 112 lbs. of twine was auctioned at the price of £32, or about \$150, a price averaging \$1.33 per pound of twine.

Get Beyond the Reach of Competition

By handling the Canadian Fairbanks-Morse line. Represent a big, favorably-known house. There's a prestige in selling goods of reputation and worth, and when this is coupled with the liberal margin we offer, the proposition becomes most interesting.

OUR ECLIPSE PUMPER

consists of pump, pump jack and engine complete. It will pump over a thousand gallons of water on a pint of gasoline. Engine is detachable in a few seconds, and can be easily carried away and used to run other light machinery. Guaranteed, as all Fairbanks-Morse goods are. No special foundation necessary. Adapted to any iron pump standard not over 5 in. diameter at base. Reasonably priced, need only be seen to sell. Write for booklets on any of our lines.

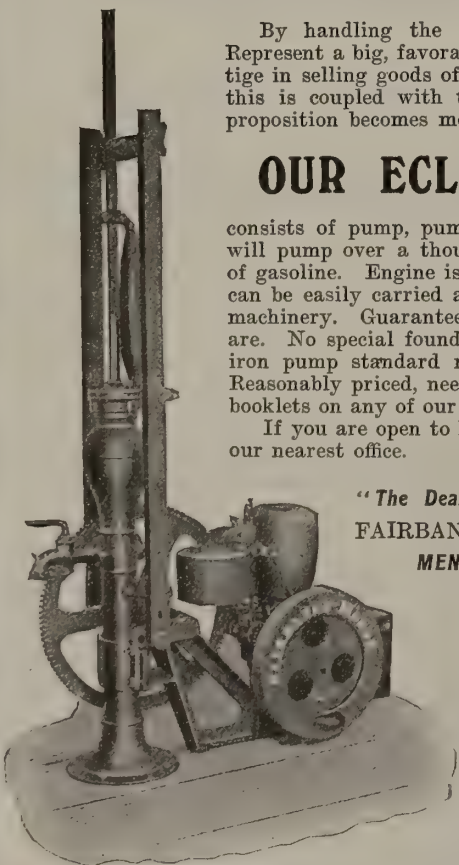
If you are open to handle our line, get in touch with our nearest office.

"The Dealer who handles the CANADIAN FAIRBANKS-MORSE line gets COMPLIMENTS instead of COMPLAINTS."

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30, and 30-60 h.p.; Oil Engines, portable and stationary, 1 to 500 h.p., for all purposes; Marine Engines, 2 and 4 cycle, 3 1/2 to 100 h.p.; Binder Engines, adapted to all makes of binders; Hand and Power Pumps for every purpose; Truck and Pitless Scales, specially designed for farm use; Electric Lighting Plants, suitable for country residences.

The Canadian Fairbanks-Morse Co., Limited
Winnipeg Saskatoon Calgary



Weeds and Waste

The average mustard plant that grows in a field takes from that soil 7/10 of a pint of water every 24 hours, and any moisture which goes to the weed is lost to the crop plant. Furthermore, weeds rob the crop plants of their food. We know that our crop plants require phosphoric acid, potash and the nitrates. Weeds live on exactly the same nourishment, taking it from the soil and entering into competition with our crop plants for this nourishment. And a great many of our weeds ripen up their seeds before our grain plants do. The result is that when a plant is ripening and maturing its seed, then it is drawing most heavily on the soil for the nutrient materials, the phosphoric acid, the potash and the nitrates. If the weed matures first, it draws on the nutrients in the soil before the grain plants start to draw on them. The consequence is that when the grain plant requires this at the time of ripening, they are not present in the soil. It is very much like two men having a joint bank account. One man may go to the bank and draw out all the money first.

Weeds on our Canadian farms are a constant source of expense. They increase the cost of every operation on the farm, in the cultivation of the land, in the seeding, in the harvest, and in the marketing of our crops. Consider in any one year the thousands of dollars spent on the destruction of weeds and the thousands of dollars lost annually owing to the fact that weeds are occupying land on which crop plants should be growing. Very often more vigorous in growth, they grow up above our crop plants and crowd them out. Every plant to grow properly must have sunlight and air. If the weed prevents this the plants are stunted as a result.

At a conservative estimate, weeds cost the farmers of Ontario thirteen million dollars a year. Some may doubt that estimate. Consider it for a moment. We have approximately thirteen million acres under cultivation, and I think it a conservative estimate to say that weeds, on an average, take one dollar from the productivity of each acre! The experts of the U.S. Department of Agriculture claim that every year weeds cause a loss throughout the

United States of some two hundred million dollars.

Some of you will say, "How can you arrive at these figures?" For instance, in some localities you will hear a man say, "Well, I do not believe that mustard reduces the yield of my crop. My land is strong and rich and I get just as good crops as ever." There have been very few experiments along this line until quite lately, but recently we have been conducting some experiments at Guelph to find out to what extent weeds are injuring the crops by actually reducing the yield. The result with mustard as far as our experiments go show that in a field of barley, where mustard was destroyed by spraying, taking equal sized plots in the field and equal parts as to soil and cultivation and moisture for comparison, that part of the field where the mustard plants were

destroyed yielded nine bushels to the acre more barley than did that part on which they were allowed to remain.—Prof. J. E. Howitt.

False Economy

Farmers are coming to realize that the cheapest price will not buy the best tractor. Their experience with gasoline engines for general purpose work has taught them that it is false economy to buy cheap power machinery. Those who first bought low price gasoline engines are now buying better and bigger engines and it is not unreasonable to believe that the tractor business will go through this same evolution.

Let's see, at this rate the 1919 models ought to have about twenty-seven cylinders apiece.

"Lion Brand" Rubber Endless Thresher Belts

"The Threshermen's Friends"

Honestly, strongly and substantially made. Guaranteed perfect in every particular. Sell them and give your customers service and the certainty of reliable running under the most adverse conditions. The "Lion Brand" Belt is an insurance against belt troubles. Let your customers have the BEST by selling the "Lion Brand." It is the best investment that they can make.

ASK THE USER

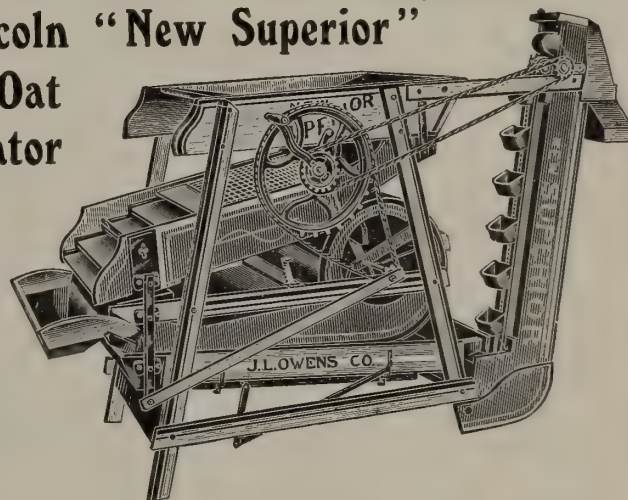
Gutta Percha & Rubber Limited

Winnipeg Regina Saskatoon Calgary
Edmonton Fort William

NOT IN ANY TRUST OR COMBINE

King of Wild Oat Separators The Lincoln "New Superior" Wild Oat Separator

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.



Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers. Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

SPECIAL NOTICE TO DEALERS

All our wheat and barley gangs will, as heretofore, be made of zinc. Having anticipated the great advance in the price of zinc, we protected our customers by purchasing a stock sufficient for our 1916 requirements.

It is, therefore, not necessary for us to substitute wire, or any other kind of sheet metal, for the zinc used in the construction of our wheat and barley gangs.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 PRINCESS STREET WINNIPEG, MAN.

Debtor-Creditor Co-operation

The word "co-operate" is becoming about as wearisome as is the rhythm of a certain ditty regarding a town in Southern Ireland, yclept Tipperary. However, the Saskatchewan Department of Agriculture have used it again in a pamphlet entitled: "How Debtors and Creditors May Co-operate."

On the assumption that debtors and creditors are partners, this publication points out that there are responsibilities on both sides which should be realized. A misunderstanding of mutual relations has led to trouble that might have been bridged by co-operation. Briefly it is pointed out how the crop failure in a large part of Saskatchewan last year made the situation serious for both debtor and creditor, the struggle of the farmers of the West and South West are outlined, along with the statement that those men still farming in such territories will mostly have last year's notes as well as this year's to meet.

The following words are addressed to creditors, among whom, we opine, are included the cohorts of the implement trade:

"When they (the farmers) could not pay last year you got chattel mortgages and other security as collateral to your claims. You were on strictly business principles entitled to some security in cases where your former security was depreciating, but you were not entitled to a mortgage on everything visible and invisible, movable and immovable, on your debtor-partner's domain to the exclusion of other creditor-partners. Neither are you entitled to use that chattel mortgage as a club this fall to exact a larger payment than is your share.

"The only uses to which that 'security' should be put are as collateral to strengthen your credit with your bank, and to prevent a loss in the event of your debtor-partner being 'sold up' by the sheriff. Even with a good crop this fall very few of the men who were 'carried over' last fall will have enough to pay all their due debts this year. The same motive—a sense of partnership—which induced you to carry them last year demands that you treat them with corresponding consideration this year. The fact that a farmer has a crop which will pay your claim in full does not justify you or any other creditor demanding full payment

if, by getting it, you deprive some other creditor of a share to which he is entitled."

Further it is remarked in this treatise that debtors, and even creditors, will agree that a certain class of debts, such as operating expenses, should have preference over other classes, such as indebtedness for equipment. The farmer is advised as to the best method of allocating his expenditure, it being pointed out that it should be regarded of prime importance to make a fair distribution. Further warning is given creditors not to use security as a club to make the debtor furnish larger payments than his cash warrants. The statement is made that there should be no necessity of the government intervening for the protection of debtors, and the urbane assertion is voiced that "perhaps, too, the provincial laws were never more favorable to farmers." Considering the Farm Implement Act, we would say to this: "Verily the pamphlet speaketh truth."

Wanted—A New Implement

In England increasing attention is being drawn to the value of deep cultivation. The results of deep trenching cultivation by means of the spade in the garden have been compared, by English agricultural authorities, with the results from the shallow cultivation possible with available implements. It is stated that a demand has arisen for a farm implement which will work the soil deeper than has been possible hitherto.

One English expert says that what is required is a small stiff-built motor driven machine which will trench with a reproduction of the work done in hand digging. Such a machine must be adjustable as to the depth of working, and must be capable of either reversing the top and bottom spits or of reversing the top spit and breaking up the bottom spit, according to the quality of the under soil.

The action of the machine must be such as to allow manure to be placed between the spits, or at the bottom of the trench as desired. It is stated that by deep working the productiveness of a given area of soil may be nearly doubled on practically the same quantity of manure. The main idea, so far as England is concerned, is to re-vitalize the

thousands of acres of starved pasture land so as to convert it into market gardens. It would seem that from the necessarily intensive nature of the tillage, the machine would have to be designed so as to be compact yet not too heavy. At all events, it opens a field for the ingenuity of our designers of farm machinery.

The Hupmobile for 1916

The 1916 Hupmobile, produced by the Hupp Motor Car Co., at Windsor, Ontario, is assuredly a praiseworthy addition to the already enviable reputation of that well-known automobile. Ever increasing sales endorse the belief of the manufacturers that "the Hupmobile is the best car of its class in the world." Experience and the most up-to-date methods of production, have this year made the Hupmobile for 1916 cars that give a greater quality, with a material reduction in price, than any similar priced car upon the market.

The Hupmobile line for 1916 includes touring cars in 5 and 7-passenger sizes, a 2-passenger roadster, 7-passenger limousine, 5-passenger sedan, a 2-passenger all-year coupe, and a 5-passenger all-year touring car. The prospective customer has a variety in price to suit his pocket from \$3,185 for the limousine to \$1,500 for the coupe, giving an ample range of choice for the individual requirements of the motorist.

In the engine of the 1916 model an increase of 20 per cent in power production is an outstanding feature. The crankshaft and bearings have been materially increased in size, the connecting rod lengthened and the valves increased in diameter. The result is a powerful, silent smooth-running plant, to which is coupled a new multiple disc clutch of great strength and smooth operation. The improved type Zenith carburetor is an important feature in the 1916 Hupmobile, while the Bijur starting and lighting system should guarantee satisfaction to the most critical purchaser. Economy in running has ever been a great feature in this popular car, and it is a point worthy of consideration that the 1916 design shows no greater consumption of gasoline while producing twenty per cent more power than the 1915 model.

The rear axle drive of the Hupp is by a spiral bevel gear, a type of design that ensures one tooth meshing before another disengages. This feature in power

transmission is known by automobile engineers everywhere as being the most efficient and quietest drive possible to produce.

In point of equipment the Hupmobile this year is unexcelled. Comfort has been made a feature as in the past, and the luxurious upholstery fitted ought to make for popularity in the latest models. From the point of personal investment, or as a car to sell to his customers, the dealer would do well to investigate the 1916 Hupmobile this fall. Quality and price are the greatest factors in automobile selling. Your customers can have super-excellence in one and extreme reasonableness in the other when they get in touch with the new Hupp. For full particulars and prices dealers should write to Joseph Maw and Co., King Street, Winnipeg, who are western distributors for this popular car.

Good Work by U.S. Dealers Associations

Largely through the efforts of the National Federation of Implement and Vehicle Dealers Associations in the United States, a favorable termination has been arrived at in the Implement Vehicle mixture case. In the settlement concerning the mixed carload the dealer has evaded the possibility of having to absorb the excess freight, a very important feature, as the Implement Dealers Bulletin points out, since to pass this increase in cost onto the ultimate consumer would have been impossible, except in rare instances, on account of the sharp competition of the direct selling concerns.

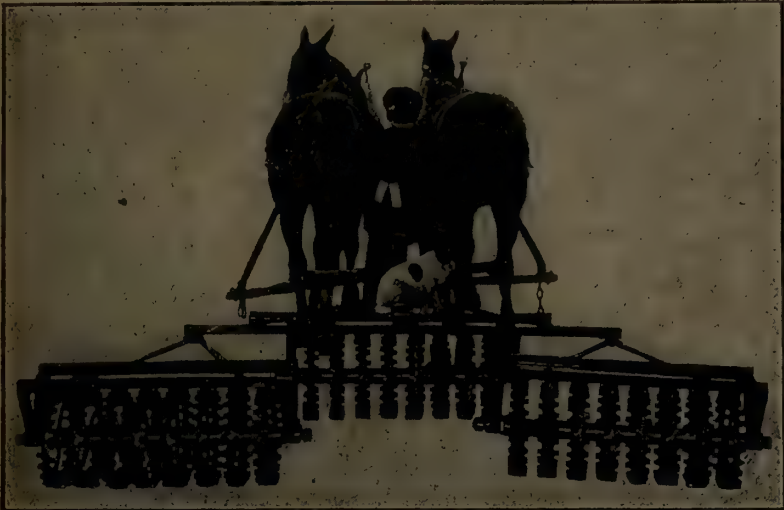
This is a case where organized dealers can feel that they had an active part in bringing about the adjustment, for hundreds filed appeals to the manufacturers direct and with the secretaries of their respective associations, asking for the withdrawal of the petition.

It is to the credit of the manufacturers to say that they recognized the rights of the retail dealer when their wishes were brought forcibly to their attention.

New Lines Essential

If you want to keep the public interested in coming to your store you will have to add new lines of stock and the place to find out what to add is right in the trade paper advertising pages.

Increase Your Sales This Fall



MR. DEALER: Will it pay you, this Fall, to overlook our exclusively successful line? Why allow your patrons to order direct? We assure you prompt shipment, and every one is guaranteed.

Our plow attachments—harrow and packer—are ahead of all others. Right in your district they are highly spoken of; they have one price and once used have never been known to be returned.

Our Packers are made in any size. All have our special, patent axles, which are perfectly oiled automatically. One filling lasts an entire season. Surface or subsurface wheels interchangeable. Get on to your packer trade before your competitor beats you to it. Write to-day for prices. You will be surprised at our proposition.

Christiansen Harrow Works

331 Austin Street Winnipeg, Man.

Feed Cutters and Pole Saws

Seasonable Sellers

The Dealer misses a source of Profit who does not sell

Watson's Feed Cutters

For Hand, Horse, Gas or Steam Power

Supplied in seven styles and sizes, and will cut hay, straw and corn perfectly, capacity from $\frac{1}{2}$ to 3 tons per hour, good for either small farm or large ranch. Chain drive; knives of special English steel, cuts from $\frac{1}{4}$ in. to $1\frac{1}{2}$ in. Write for full particulars of these labor saving machines.



Hardwood Frame Pole Saws

Made with three 5x6 inch pulleys, solid steel shafts and babbitted boxes. Extra heavy flywheel; rigidly braced hardwood frame. Total weight of these Pole Saws, 325 lbs. Saw Mandrels supplied separately if desired, including saw shaft, boxes, flywheel, pulley and saw clamps. The highest grade materials are used in these saws; they will appeal to your customers.

Lowest Prices on Best Quality Saw Blades

"NO ONE
CAN GIVE
YOU A
BETTER
DEAL."

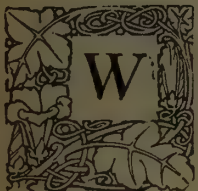


Write to-day for Catalogue and full particulars

John Watson Mfg. Co.

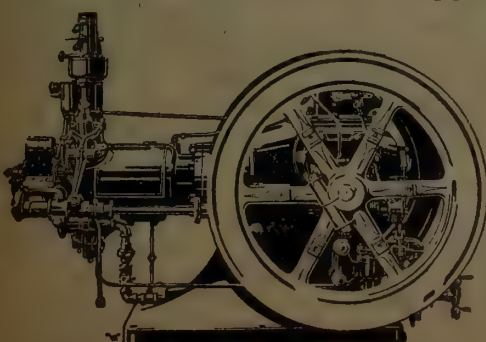
311 Chambers Street, Winnipeg, Man.

An Excellent Combination— Sell Vessot Feed Grinders Run by Mogul or Titan Engines



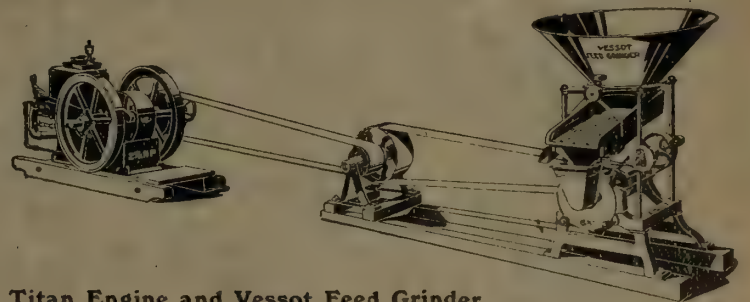
WHAT better recommendation than this could a feed grinder have. It grinds flax, corn, crushed ear corn, oats, wheat, rye, peas, buckwheat, screenings of any kind of mixed grain or any other feed stuff, fine or coarse as desired, and removes foreign substances. This is the claim for the Vessot Feed Grinder made at Joliette, Quebec.

It grinds all feed stuff—because of its excellent grinding plates. So well known are the original Vessot plates, and so highly thought of by all who know them, that numerous imitations are appearing on the market. To



Mogul Tank Cooled Stationary Engine

insure the buyers getting genuine plates we have arranged to have the trade mark "S.V." placed on every genuine Vessot plate so plainly that no one can go wrong. Look for the "S.V."



Titan Engine and Vessot Feed Grinder

As fine or coarse as desired—and we mean what we say. Vessot grinding plates have such a nicety of adjustment and do their work so uniformly well that a clean, satisfactory job is assured. The two-sieve spout removes all foreign matter, from nails and stones to dust and sand.

A grinder for which so much may be said, which holds so good a record, which has for years given so much satisfaction as has the Vessot, is an easy grinder to sell.

Supply the best, steadiest and most reliable power with the Vessot—such power as is furnished by an International Harvester oil engine—Mogul or Titan. Sell your customer a Vessot feed grinder and an International Harvester engine.

Write to the nearest branch house for full information regarding this profitable outfit.

INTERNATIONAL HARVESTER COMPANY OF CANADA LTD.

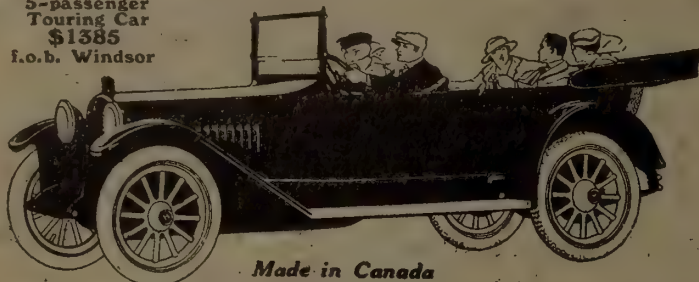
BRANCH HOUSES

Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.

Hupmobile

FOR NINETEEN SIXTEEN

5-passenger
Touring Car
\$1385
f.o.b. Windsor



Made in Canada

A Hupmobile to Suit Every Taste and Requirement

Seven types of Hupmobiles—each in its class the biggest value at the lowest price ever offered, in performance, power, sturdiness, economy, comfort, finish, good looks.

Equipped with Bijur starting and lighting system, five demountable rims, one-man top, special rain vision windshield, speedometer, foot and robe rails, dimmer head lights, electric horn, 34 x 4 inch tires—non-skid on rear wheels; jack, pump and full set of tools; 119 inch wheelbase.

GET CATALOG FOR COMPLETE SPECIFICATIONS.

Joseph Maw & Co., Limited

Distributors for the Hupmobile

112-118 King St. Winnipeg

Bull Dog Fanning Mills

IMPLEMENT DEALERS: No farmer can afford to market his grain this year without first cleaning it. Grain is too valuable this fall to take any chance of dockage. The man who invests in a BULL DOG FANNING MILL markets clean grain, saves grain dockage and conserves feed. The cost of a BULL DOG, plus the expense of cleaning, will be nothing to what he will save.

SELL YOUR CUSTOMERS THIS MILL

Every farmer who does not own a Bull Dog is a sure prospect. He cannot afford to be without one. Every mill sold on an absolute guarantee to give entire satisfaction. Push Bull Dogs in your territory; they will satisfy your most critical customer.



The 40-inch Power Bull Dog, with Wagon Box Elevator

Four Sizes: 24, 32, 40 and 48-inch Sieve Widths
Capacities from 25 to 250 bushels per hour

Rustproof, galvanized wire screens; 13 sieves and screens furnished with each mill. Automatic feed; even flow of grain. We carry over one hundred grades of screens and sieves. Bull Dogs clean wheat, oats, barley, timothy, or any grain, with equal facility. Above we show our 40-in. power mill with wagon box elevator. Supplies wagon box or bin 8 or 10 feet high. Write to-day for prices and particulars. Sell your customer the best mills made.

Twin City Separator Co., Ltd.

Off Logan Ave. on Quelch Street Winnipeg, Man.

Farmers Want Drilled Wells

Shallow Wells are Unreliable and Unsanitary

FARMERS—especially dairy farmers—now realize the risk they run by depending on old time shallow wells for their water supply. The dry spells of the past couple of years have caused farmers the loss of a lot of money.

Deep drilled wells solve the farmers' water problem because they can have a constant supply of pure cold water in any quantity and just where they want it.

CHAPMAN WELL DRILLS

are considered the standard by all well drillers. They are simple and strong in construction—reliable and rapid in operation, and economical of power. They can be operated by one man.

Write for Illustrated Booklet and Prices

A few of our lines—

WELL CASING
DRILLING TOOLS
HYDRAULIC TOOLS
MANILLA AND WIRE CABLE

WROUGHT IRON PIPE
PUMP RODS
CHAPMAN GASOLINE ENGINES
TORONTO PUMPS
TORONTO WINDMILLS

ONTARIO WIND ENGINE & PUMP CO., LTD.

TORONTO

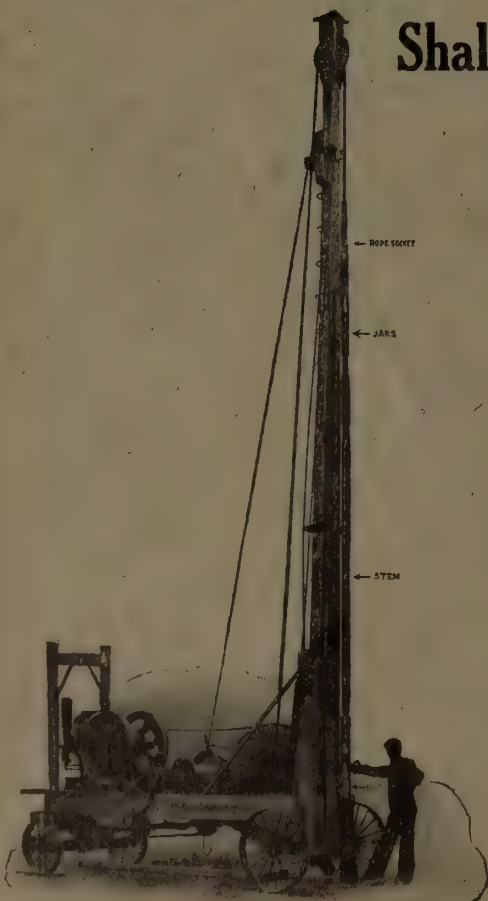
WINNIPEG

CALGARY

MONTREAL



Chapman Well Drill with Derrick lowered



No. 4 Chapman Well Drill with Engine Mounted

CANADIAN FARM IMPLEMENTS

Vol. XI., No. 10.

WINNIPEG, CANADA, OCTOBER, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
Per Copy, 10 cents.

UNION BANK OF CANADA

Established 1865

HEAD OFFICE - - - - - WINNIPEG

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Reserve Fund 3,400,000

Total Assets, over 80,000,000

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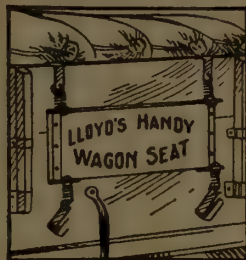


Head Office, Winnipeg

This bank, having over 320 branches in Canada, extending from Halifax to Prince Rupert offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

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The Wagon Loaded

LLOYDS LOW-DOWN SPIRAL SPRING WAGON SEAT

Fits any Wagon or Sleigh Box Made



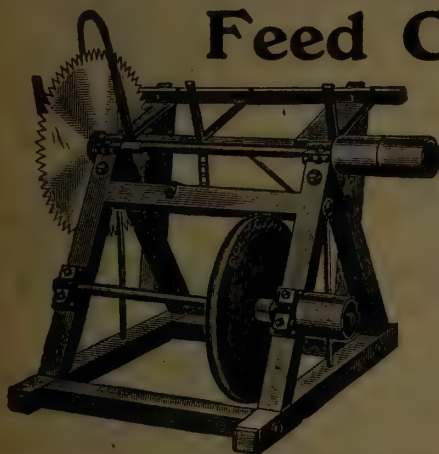
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When your customers come to town, show them the Lloyds Wagon Seat. They won't go home without one in their wagon or sleigh box. It gives comfort, protection from the wind and complete control of the team. Order your wagons without seats, and sell the Lloyds. The price is right.

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made with three 5x6 inch pulleys, solid steel shafts and babbitted boxes. Rigidly braced hardwood frame; extra heavy flywheel. Total weight 325 lbs. Complete mandrels sent separately if required. These saws are sure sellers. Get prices of our quality saw blades.

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are made for hand, horse, gas or steam power. Supplied in seven styles and sizes, they cut hay, corn or straw perfectly. Capacity from 1/2 to 3 tons per hour. Chain drive; cuts from 1/2 in. to 1 1/2 ins. Knives are of special English tool steel. Every farmer wants one.



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All sizes. From \$47.50 up.

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Let the Cockshutt Line Help YOU to Bigger Business

Many signs point to a prosperous 1915-1916 season for the Implement Dealer who has the line of goods that will meet ALL the demands of his trade.

Selling such a line means satisfaction and service to customers—service that will hold THEM from year to year—and at the same time advertise your business to OTHERS who are looking for similar treatment.

There is undoubted value and good will in a business when you build up a trade featuring a particular line of goods. Sell a farmer a Gang Plow which in service lives up to your arguments for its sale, and that same man will be open to conviction that your Harrow, your Drill and your Binder are of equal value to him. It means least time and effort per sale—lowest selling cost, hence biggest net profits.

If to-day you are selling half a dozen lines of implements made by different manufacturers, this is the time to get a line on the Cockshutt Agency—and CONCENTRATE your efforts on implements that will build up a permanent and profitable business for you.

LINES FOR EVERY SEASON

The Cockshutt line includes implements for every farm—and for every season. It means sales from January to December—no off seasons.

We are ready to supply you with practically every implement the farm trade of your district can demand—and further, we will stand behind each sale you make to responsible parties with our broad guarantee of satisfactory service at the work for which each implement is intended.

Write to-day for our special Dealer's Proposition. We will gladly give you full information on this line of Big Business Getters.

Cockshutt Plow Company, Limited

WINNIPEG

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Plows	Harrows	Cultivators	Scufflers	Pulverizers	Packers	Grain Drills	Corn Planters	Potato Planters
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CANADIAN FARM IMPLEMENTS

Vol. XI., No. 10

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Factors that Affect the Draft of Plows

A Series of Tests on Walking and Sulky Plows

There is no doubt but that a better understanding of the draft of plows would lead to greater efficiency in field operations and more humane treatment of animals. No farmer would think of pulling a wagon loaded with three towns uphill all day, yet in plowing two horses are frequently called upon to handle this draft load.

The draft of a plow depends upon so many things that it is practically impossible to make any fixed guarantee statement. Remarkable claims cannot be made unless trials have been made under a wide variety of conditions. In a very light soil the plow may have a draft of 230 or 240 pounds, while in heavy clay soil this may be as much as 400 to 450 lbs. Primarily the plow should be correctly adjusted and rightly hitched, otherwise excess draft is a result.

The length, curve and form of the beam are also important factors in regulating the draft of a plow. The shape of the moldboard is another factor, for the more nearly it resembles a section of a spiral, the lighter will be the draft and the more perfect the inverted furrow slice. Such a moldboard, however, simply turns the furrow slice without pulverizing it, and for that reason, in making a perfect seed bed, the farmer will find it to his advantage to use a moldboard so constructed that the furrow slice will break and crumble instead of rolling over and falling perfectly inverted.

Two students at a United States agricultural college made a series of tests to procure data on the draft of plows, so that they could form a thesis for their degrees in agriculture. The students used the following types of plows:

(1) A chilled iron walking plow with sloping landside; (2) a soft center steel walking plow with straight landside; (3) a frameless

sulky plow with same style bottom as 2; (4) a highlift sulky plow with same style bottom as 2.

How the Draft was Gauged

All possible attachments were secured, such as coulter, jointers and beam wheels. Draft was measured by means of a dynamometer, which was hitched between the clevis of the plow and the

bottom of furrow, and only 10 per cent by the work of lifting and turning the furrow.

Sulky vs. Walking Plow

In the tests made by the students above-mentioned, it was intended firstly to find whether a sulky plow was heavier in draft than a walking plow. A series of bare plow tests was made with-

plow by some 4.60 per cent. This shows that it is possible to add the weight of a heavy plow frame and a driver to the load of the horses and yet not increase the draft. The explanation of this is that the friction of the soil, estimated at 35 per cent of the total, is transferred almost entirely to the wheels in the sulky plow. The lifting of the soil is borne by the larger wheels and frame, while the relatively small moldboard friction remains constant. In addition to this gain there is also the advantage of eliminating the variation in draft which an unskilled plowman might cause by constantly disturbing the adjustment.

The Effect of Coulters

By adding a rolling coultter to the chilled walking plow the draft was lessened by 0.87 per cent. The addition of a rolling coultter to a frameless sulky plow, which also had a jointer, had the effect of neutralizing the increased draft of jointer. The bare plow pulled 5.66 pounds, with the jointer 5.88 pounds, while with the rolling coultter added it only showed 5.64 pounds, or less than the draft of the bare plow.

Adding a coultter to the highlift sulky plow increased the draft 17.2 per cent over that of the plow without rolling coultter, for the weight of plow is in this case carried on the beam which is in turn supported by the wheels.

Adding a jointer to the chilled walking plow increased the draft by 5.6 per cent. On the steel walking plow, the jointer decreased the draft by 11.6 per cent. On the frameless sulky plow the jointer raised the draft by 3.89 per cent.

Theoretically the beam wheel should increase draft by adding friction and by disturbing the line of draft as it encounters obstructions. By adding beam wheel to a chilled walking plow with a jointer, it not only saved in draft 8.26 per cent over the same plow with jointer only, but the plow with



The Morning Line-up. Plowing Teams on a Large Western Farm

clevis of the doubletree. This dynamometer is simply a spring balance which records continuously the pull exerted on its end links.

Owing to the impossibility of plowing a furrow exactly 8 inches deep and 14 inches wide every time, it was deemed wise to re-

out attachments of any kind. It was found that while the chilled iron walking plow had a draft of 5.78 pounds per square inch of cross section of furrow slice, yet the steel walking plow had a draft of 6.12 pounds, or an increase of 5.88 per cent over the chilled iron walking plow.



Painting the Prairie Black. The Original "Horse-power" Still in Use

duce all data to the basis of draft per square inch of furrow slice turned, although the draft per square inch of furrow turned may vary in the same plow, depending upon the relation between depth and width, considerable of the draft being due to the cutting of the sod by the shin of the share.

Plow trials held in New York State in the early sixties showed that 55 per cent of the draft of a plow was caused by cutting the furrow slice, 35 per cent by the friction of the soil against the

The frameless sulky, with a 140-pound driver seated upon it, had a draft of only 5.66 pounds, or a saving of 2.08 per cent over the chilled walking and a saving of 7.52 per cent over the same bottom when on a walking plow. The high-lift sulky plow, though its weight was more than the frameless, had a draft of 5.40 pounds per square inch, which was 6.57 per cent lighter than the chilled walking, 11.77 per cent lighter than the steel walking, and even lighter than the frameless sulky

beam wheel and jointer together had less draft than the bare plow alone.

A pin coulter on a steel walking plow saved draft to the extent of 11 per cent. A quincy cutter on same plow saved 20.3 per cent, but the sod tended to roll under the beam raising plow out of ground.

With a curved hanging or knee coulter on the steel walking plow, the students found that the draft was reduced 11.6 per cent. During all the tests an attempt was made to plow a furrow 8 inches deep, which is, of course, deeper than the average farmer plows. The width throughout tests was maintained very closely to 14 inches. The total draft is calculated by multiplying the draft per square inch by the number of square inches of the cross section of furrow slice. The average durable working draft of a horse is found to be about one-tenth of his weight, though for an hour a horse can exert a tractive force of about one-fourth of his own weight.

As we said, draft depends upon many factors, such as the weight, shape and adjustments of plow, its sharpness and scouring properties, the angle of draft, the character of the soil, the skill of the operator, the speed of travel, the size of furrow, etc. It is calculated that in the United States the annual plowing bill is approximately four hundred and fifty million dollars, so it will readily be seen that in that country, and also in Canada, a saving of even five per cent would mean a considerable conservation of national wealth.

The Times Do Change

"We want all we can get for the products we raise. We want to get everything we must buy just as cheap as we can, but with the understanding that **everyone** is entitled to do business and make a fair profit."

No, Friend Dealer, this was not said by a speaker at a retail or wholesale implement association meeting, nor was it penned by any trade journal editor. "Whence came it?" you ask.

It was uttered by a speaker before one of the big farmers' organizations that met recently in Nebraska in annual convention. We really did not expect to hear it said by any member of the various grain growers' associations in the Canadian West. But, nevertheless, it is hopeful. It denotes the fact that at least a few farmers believe in the policy to live and let live.

Selling the Feed Grinder

Present day conditions require that cattle be handled systematically if the handling of them is to be profitable. So, careful feeders begin making their preparations early. The dealer who follows their lead stands a good chance of disposing of a number of grinders. The successful dealer does not wait until feeding time is at hand before he begins his advertising and demonstrating campaign. When the average stockman purchases a power grinder he wants to install it in a building. It may be necessary to build a special shed for the grinder and the engine which is to run it. The stockman will want to have his equipment ready for business before starting his feeding operations.

The elimination of waste is the secret of modern cattle feeding. The feed grinder is one implement which will eliminate waste and make for greater profits in cattle feeding. The successful dealer finds that it is to his advantage to show the good qualities of the grinder in as wide a variety as possible. Ground feed is equally desirable for cattle, sheep, horse, hog or chicken feeding purposes. Some dealers have worked up a good trade in grinders by putting forth efforts to interest men who make hog raising their business. When properly handled the hog is one of the best money makers the farmer can raise, and the use of the feed grinder results in greater profits in hog feeding.

Assisting the customer in the selection of the type of grinder which will best suit his requirements is important. If the dealer has a grinder in stock which requires a six horse power engine to run it, he should not sell this grinder to a man who owns a four horse power engine. Trouble has resulted in several instances simply because the dealer allowed his customer to endeavor to run a grinder with an engine which was too small for the purpose. As a usual thing, the dealer has combinations which can be depended on to do satisfactory work. It is no trouble for the dealer to mate his grinders and engines correctly, then he can supply both satisfactorily.

The power grinder is better adapted for the needs of the average farmer than the sweep mill. The dealer can use his own judgment to a great extent when he is called on to assist a customer in the selection of a grinder. Naturally the power grinder has commendable features which are bound to appeal to the man who has investigated the matter. The

power grinder is a compact machine; it takes up an astonishingly small area of space, considering the great amount of work it will do.

As a matter of fact the feed grinder gets a tremendous amount of free advertising. In any good farm paper dealers will discover many articles, written by authorities, advising feeders to grind the grain before offering it to live stock.

U. S. Vehicle Warranty Adopted

On Sept. 21, 22, 23, the Carriage Builders' National Association held their forty-third annual convention at Cleveland, Ohio. P. E. Ebrenz, St. Louis, was elected president and H. McLearn, Mt. Vernon, N.Y., was re-elected secy.-treasurer.

The vehicle warranty, as approved by the National Federation, was adopted by the carriage builders, it being stated that the adoption of this uniform warranty by all manufacturers will tend to lessen friction, due to misunderstanding, as between dealer and manufacturer. The terms of the warranty follows:

"We warrant each new vehicle manufactured by us, to be as represented when used as a private vehicle, to be free from defect in material and workmanship under normal use and service, our obligation under this warranty being limited to making good at our factory any part or parts thereof which shall within one year from date of sale, be returned to us with transportation charges prepaid, and which our examination shall disclose to our satisfaction to have been thus defective; this warranty being expressly in lieu of all other warranties expressed or implied and of all other obligations or liabilities on our part, and we neither assume nor authorize any other person to assume for us any other liability in connection with the sale of our vehicles.

"This warranty applies to wheels only when the owner keeps the tires tight; nor do we warrant rubber-tired wheels against taking on excessive dish.

"Nothing in this warranty shall render us liable to make good any damage to paint or varnish resulting from the action of ammonia or extraordinary exposure to the elements.

"We will not be responsible for any repair bills unless authorized by us in writing.

"In consideration of this warranty the purchaser agrees to give the vehicle fair use and reasonable care, and to make no claims for replacements resulting from accident, negligence or abuse; or in case he shall fail to keep his part of his purchase agreement. He also agrees to report to selling agent claims for defects within thirty days of discovery."

Attention Pays

Attention to the wants of the customer is one of the prime requisites for the success of a store. A cheery word of greeting will often do more to influence buying than will low prices. The customer likes to feel that his or her patronage is appreciated.

Profits and Stock Turnover

A shoe dealer bought ten pairs of shoes at \$2 a pair and sold them at \$3 a pair, costing him \$20 and selling for \$30. He turned his capital once, at 33 1-3 per cent gross profit on the selling price and 50 per cent on his investment.

An implement dealer bought a wheelbarrow at \$2 and sold it for \$3. Then he bought and sold another and another until he had sold ten, costing him \$20 and selling for \$30.

He turned his capital ten times, at 33 1-3 per cent on the selling price and 50 per cent on his investment at each turn.

One merchant makes 50 per cent on his investment. The other makes 55 per cent gross. The difference is that one man invests \$20 once. The other man invests \$2 ten times. Both do a gross business of \$30.

If both had invested \$20 at the start, the implement dealer could have invested his other \$18 in a dozen other items. By the time the shoe dealer had sold his whole ten pairs of shoes the implement dealer would have sold ten each of the other twelve items.

Capital is turned once when it is invested in stock and all the stock is sold.

Suppose you had a gross business of \$10, had stock on hand worth \$1, and knew that you average \$1 worth of stock during any given period, how many times would you have turned the stock investment of \$1.

Most retailers would jump to the conclusion that you had turned it ten times.

Now, let's see. Suppose you made 50 per cent gross profit (based on selling price), at each turnover. Fifty per cent of \$10 is \$5, so your total stock investment represented in the \$10 gross business was only \$5.

You turn your capital once when you sell all the goods you have bought, regardless of the price at which the goods are sold.

The Real Reason

The railway official was trying to tell old Silas how in these hard times it was essential that they cut down expenses, even in a railroad corporation. "Economy may be all right," said Silas, "but our community thinks your road oughter furnish two more trains past our town every day. We'll take the matter up with Gov'ment if you don't."

"Why man," said the railroad man, "hardly a soul in your blessed community ever travels."

"Maybe so," shot back Silas. "But we like to go down and see the cars go by."

Hunger and Civilization

The primal instinct of man is to secure food. Away back in the dim dawn of the world the Cave man cowered and shivered among the rocks—his wolfish eyes and emaciated figure, matted hair and stunted form scarcely human, only a grade removed from the savage beasts of the prehistoric aeons.

Hunger gripped at the vitals of the prehistoric man, and by his superior cunning he evolved in his semi-formed brain means whereby he could slay in the animal world with the least danger to himself. He grasped a broken branch in his prehensile hands, and lo! he had a club. One day he found a strange polished piece of flint having a hole through it. Idly he pushed a piece of stick into the hole, or perchance, the bone of some animal he had killed, and behold he had discovered the Stone Axe!

So, as in all Tribal Law, hunger was the great impelling force in the dead ages, even as hunger is an impelling force in those days of aeroplanes and high speed engines.

Our ancestors belonged to the Aryan race that existed upon the hill country of what we now know as India. Hunger is the first incentive to migration, even as immense numbers of people to-day emigrate from the older lands to the less densely populated countries, so that they may more successfully combat hunger. The first migration swept westwards, stopping on the banks of the fertile Nile—and around the Nile civilization had its birth. The next migration made populous the lands that we now call Italy and Persia. Following on, Greece came into being and became a great centre of civilization.

Each of these past world-powers, Egypt, Greece, Rome and Ancient Persia, had their basis in agriculture. From the surplus that the farmers produced, cities were built. First came the herdsman's camp, then the tribal fort, next the trading post; at last the city.

Three hundred and fifty years before Christ, the hungry hordes of Persia invaded Greece. And, following history, we find that each of these great civilizations fell when the farmer ceased to be prosperous. Hunger meant invasion and war. War requires men and men require food. The farmers were deprived of their best, their boys were taken from the plow so that they could wield a sword in the ranks of the legions.

Civilization ever moves westward. First the lonely trapper,

then the voyageur in his canoe, then the prairie schooner and Red River cart, and now the panting locomotive. Even so the trend is westwards, ever westwards. The soil is mother of us all; man is essentially a land animal. Men prosper mentally, physically, morally, spiritually only as they are in close proximity to the soil.

Practically all the available acreage of the world has been taken up. We have seen great advances in the value of land, also in the cost of food supplies. Food prices are higher, simply because population has increased in the cities faster than in the country. The best labor, brains and inventive ingenuity, also those possessing most capital, have settled in the cities. To supply their hunger wants these men in cities used their brains and money and evolved schemes whereby mechanisms could be employed to increase the productiveness of the soil.

Before the growth of cities man power was the only power known. Man learned to utilise the animal world as a means of strength; oxen and elephants were used in the East in the infancy of civilization. Men felt the force of wind-pressure and of water power and these were utilised in the fullness of time.

Manufactures headed citywards, and in their train went tradesmen. Many farmers left the soil and settled in the cities, where their children found work. In districts in America, and also the United Kingdom we find abandoned farms as a natural result. The city attracted; it meant company, light, amusement, weekly or monthly wages—a great many things that appealed after the grim struggle upon the farm. Yet the factory towns required food, and the centralization of population meant that the foodstuffs were required in larger quantities, while the producers were becoming fewer. However these things have changed. Competition and overcrowding in the cities worked its own cure, and many gave up the battle and went back to the soil. The hitching of human brains to farming meant the evolution of the plow from a primitive implement to a powerful force that covers acres where formerly square yards could only be handled. The increasing necessity for foodstuffs for the stifled cities was paralleled by the advance of mechanical and scientific design in the construction of farm machinery.

Nations hinge on the output of the soil, and the soil requires the

modern machine to help it produce in proportion to the hunger-need of mankind. Hunger is one of the oldest things in existence, and only by the advancement and enlargement of the farm implement and machinery business can the silent and waste places of the earth be transformed into fruitful fields whereby the children of men may be fed, and whereby famine can be averted from the human race.

build for better business in the implement trade. M. J. Rodney, International Harvester Co., spoke on the necessity for members of the association making an effort to be present at every meeting, so that co-operative interest in all matters of importance to the implement business would result.

Vehicles Require Selling

Time was when the dealer could calmly bestow his manly form in a recumbent position on a friendly soap box and wait for the eager customer to cross the portals of his establishment, eager to interest the dealer to the extent of selling a buggy. Those halcyon days have forever departed to that bourne where the woodbine twineth, and it has come to pass that the dealer desirous of succeeding must create business—he must go forth into the highways and byways and with much salesmanship instill into the mind of his prospect an ingrowing desire to own a vehicle. That is the method pursued by the automobile salesman, and that is one of the big reasons he sells a motor car where it is so often considered by the vehicle dealer that a buggy order could not be prised away from the cautious son of the soil. The vehicle will not sell itself.

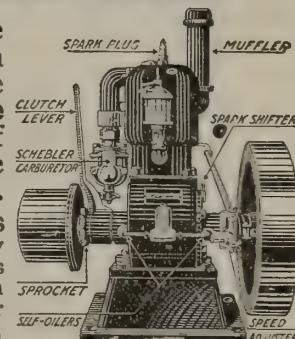
Winnipeg Wholesalers Meet

On Friday, September 24, the Winnipeg Wholesale Implement Association held its regular meeting in the Royal Alexandra Hotel. A large turn out of members sat down to luncheon, after which the business of the association was gone into. Two new members were elected members of the association, which is representative of practically the entire wholesale implement trade in the city.

Various committees delivered their reports, while other important business was expeditiously dealt with. F. Whitcomb, assistant general manager of the Frost & Wood Co., Smiths Falls, Ont., was present at the meeting, and in a brief speech he commented on the excellent crops which were being harvested throughout the West, a condition which would

4 H.P. Cushman Weighs Only 190 lbs.
8 H.P. 2 Cylinder Only 320 lbs.

Cushman Engines are the lightest weight farm engines in the world, yet they are even more **steady running, quiet and dependable** than most heavy engines, because of Throttle Governor, perfect balance and almost no friction nor vibration. The **simple Cushman Governor** releases just enough fuel to take care of the load at any moment, thus avoiding the fast and slow speeds at which most engines run. While Cushman Engines are only about **one-fourth the weight**, per horsepower, of most other stationary engines, they will deliver as much or more steady, reliable power, per rated horsepower, than any other farm engine made.



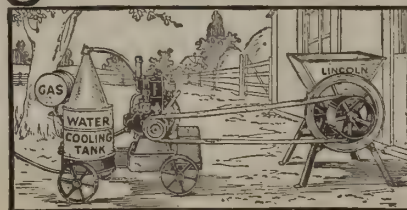
Note the Many Special Advantages Not Found On Other Engines.

Cushman Light Weight Engines

For All Farm Work—4 to 20 H. P.

Are not cheap engines, but they are **cheap in the long run**, as they do so many things heavy engines cannot do. May be attached to machines such as binders, balers, etc., to save a team. Easy to move around. Moving parts enclosed and run in bath of oil. Run at any speed—speed changed while running. Direct water circulating pump prevents overheating. Schebler Carburetor and Friction Clutch Pulley.

Farmer's Handy 4 H. P. Truck
Easy to Move Around on Job to Job.
Same Engine Used on Binder.



The ONE Binder Engine
The Cushman 4 H. P. is the one practical binder engine. Its light weight and steady power permit it to be attached to rear of binder. Saves a team during harvest.

Dave Linton, Ransom, Ill., says: "I can do everything with the 190-lb. Cushman that I could with an engine that weighed 1000 lbs., and do it better and with a lot less noise." Ask for our Light Weight Engine Book, sent free. CUSHMAN MOTOR WORKS OF CANADA, LTD. 289 Princess Street, Winnipeg, Man.

Making the Slack Season Pay

Many implement dealers consider that when once harvest is over they have arrived at the termination of their selling season. They regard their work for the next few months as purely that of getting the money represented by notes held on sales made earlier in the year. Truly it is very important that collections be attended to, but there is no need why sales should cease or that selling activities should slow down. A note is a note, and in the majority of cases it has to be paid sooner or later—but the retail implement business must be kept going on all the time. In fact the retailer must do his selling and collecting at the same time.

Herein lies the necessity for the dealer carrying lines of goods which sell for twelve months of the year. He should have machines that sell all the time—seasonable implements, machines or equipment that will be necessary. The requirement locally for haying or harvesting machinery is over for a long time. Fall plowing may give some little activity—and later the need for sleighs and cutters. Grain boxes may be required for winter haulage, and, whatever the season of the year the gas engine can be pushed to advantage.

Necessarily live stock gets a lot of the farmer's attention during the winter months.

The best farming practice involves production of the raw material and then its conversion by means of live stock into the finished product, by which process the farmer gets a double profit, the producer's and the manufacturer's. This practice is greatly to the advantage of the implement dealer who has something to sell for each department of the farmer's business.

Having produced during most of the year up to this time, the average farmer is, or ought to be, manufacturing now. He should be turning his grains and his ensilage or his hay and his fodder into beef and pork and mutton or into eggs and roasters. This is to say that he will be in the market for machinery which will contribute to the success of his manufacturing activities. One of the special types of machinery that should be in demand and which can be pushed to advantage at this time, is grinding and cutting machinery.

Feed grinders, as everybody knows who has given the proposition any thought, are bound to

expedite the process of manufacturing grains into eggs or milk or beef, because by breaking up the grains they lessen the work that the chickens and the cows and the steers have to expend in assimilating the food elements in the grain. There is a large line of this machinery, adapted to all varieties of grains and designed to give all manner of results. It may be operated by any kind of power, from that supplied by an electric motor to hand power.

Ground into uniform particles, the farmer and stock raiser can apportion his concentrated feed to make any ration his experience and his agricultural bulletins tell him is best for hastening conversion of feed into beef. He can grind his clover and his alfalfa into meal to give bulk and other desirable qualities to the feed he gives his chickens or his hogs. He can mix his oats and corn for feed for all animals, insuring that his stock will extract all the flesh and milk or egg-producing elements from it, instead of wasting them.

If the farmer already has his engine, the sale of grinding machinery is half completed. If he has not, he ought to be a good prospect for an engine sale, as well as a grinder sale. Talking points are easy if the retail implement dealer will look into any of the agricultural papers. They go at great length into the advantages of power and grinding machinery on the farm, including crushers to give the grits for the chickens and bone cutters to supply the animal food that they require.

With the development of the silo and the increased attention being paid to live stock, the dealer is increasingly coming into a position where he should be able to push barn equipment. In the dairy barn, for instance, he will have prospects for mechanical milkers, which really milk; for the feed distributing apparatus, barn fixtures, litter carriers, etc.; for separators which will lighten the duties of the farmer's wife immeasurably; fanning machinery by which the farmer can work over his splendid oat, barley or wheat yield and dispose of it to his neighbors for seed. Practically all of this work is of the "chore" order and gets terribly monotonous to the farmer and his hired man if he keeps one, before the winter is over. In fact, the further the winter gets along, the better a prospect for purchases along these lines the farmer be-

comes, for the more will he have been wearied by the incessant round of this work.

While the farmer's work eases off in winter time, for the average farmer's wife winter means added labor. Her family wash assumes larger proportions. Here the washing-machine could be used to advantage. Either hand driven or operated by power, the washing machine means an aid to the farmer's wife which means much for her health and happiness. The dealer who carries a good line of washing machines should not find it a difficult task to bring the farm women to his store to see, examine and purchase.

Carrying "the old oaken bucket" to the frost rimed pump is a job that farm women rightly dread. Water supply systems—skilfully laid before the eyes of the farmer and his wife by means of letters, advertising and personal canvassing, are by no means difficult to sell. In this respect the dealer can point out that the price is very reasonable considering the saving effected. Once he gets the order for an installation he can be very sure that in the lady of the house he has a valuable ally for the future.

To study the work of the farmer will pay the retail implement man. In every phase of the farmer's business there is a selling idea for the dealer. The opportunity for the farmer means equal opportunity for the dealer, and both of them can pursue the investigation with profit to themselves and to each other. A little study will show the dealer that there is no "off" season necessary; there is grist for his mill if he but looks for it.

Milking Records of Pure-Bred Cows.

In co-operation with certain associations representing breeds of dairy cows, the Live Stock Branch of the Dominion Department of Agriculture began some nine years ago to keep a record of the yield of thoroughbred milking cows in Canada. A report of the work has been annually containing a list of the animals that qualified for registration, their breed, age, ownership, milking period, production of milk and fat, and other useful information on the subject. The work has increased from year to year until the last report, recently published, contains 152 pages of information.

During the year 413 cows qualified for registration, including 196 Holsteins, 123 Ayrshires, 36 Shorthorns, 35 Jerseys, 14 French-Canadians and 9 Guernseys. The highest records made were as fol-

lows: Holstein, 23,717 pounds of milk, 834 pounds of fat; Ayrshire, 16,696 pounds of milk, 729 pounds of fat; Shorthorn, 15,535 pounds of milk, 540 pounds of fat; Jersey, 15,211 pounds of milk, 754 pounds of fat; Guernsey, 11,445 pounds of milk, 520 pounds of fat; and French-Canadian, 10,767 pounds of milk, 453 pounds of fat.

Wheat Harvest in New Zealand

Preparations are being made for a much larger wheat crop in New Zealand for the next harvest beginning in February, 1916. By some it is estimated that the acreage will be doubled. The crop for 1914-15 (4,921,000 bushels, against 5,886,000 in 1913-14, 8,000,000 in 1912-13, and 8,535,000 in 1911-12) was a little short of the demand, owing to a partial drought in some parts of the Dominion. The average for the past five years has been 240,000 acres, with an average yield of 29 bushels per acre. Exports of wheat for several years have exceeded 1,000,000 bushels.

It is feared that there will be a serious shortage of labor to take care of the harvest. Steps are now being taken to get ready for this emergency. It would seem that here is an opening for the sale of the most up-to-date labor-saving harvesting machinery.

Tourist Car Service Between Calgary, Edmonton, Saskatoon, Winnipeg and Toronto

The Grand Trunk Pacific Railway, effective October 3rd, will inaugurate a through tourist car service in connection with the New Transcontinental, All Canadian Route, between Calgary, Camrose, Edmonton, Saskatoon, Nocomis, Portage, Winnipeg, Cochrane, Cobalt, North Bay and Toronto.

Eastbound these cars will leave Calgary Fridays, Sundays and Tuesdays, and Edmonton and Saskatoon the following day.

Westbound will leave Toronto Tuesdays, Thursdays and Saturdays, and Winnipeg Mondays, Thursdays and Saturdays.

The Grand Trunk Pacific tourist cars are without a doubt the most complete and comfortable of any Railway operating on the North American Continent. They have all the latest improvements which may be found in standard first class sleepers, such as electric lights in upper and lower berths, smoking compartments, ladies dressing room, large range so that the tourist may prepare meals if desired. In fact the only difference between a standard sleeping car and a tourist sleeper is, the former has plush upholstered seats, whereas leather is used in the latter.

This service will appeal to those contemplating a visit to the East this coming winter or around Christmas, at which time it is expected special rates will be in effect and should also prove to be very popular on account of the service being performed over a new route that has just recently been opened, and which in every way compares more than favorably with roads that have been in existence much longer than the New Transcontinental All Canadian Route.

Take a Separator Census

A number of De Laval agents are adopting the plan of taking a separator census of all of the farmers in the territory they cover. A list is made of all the farmers, and opposite each farmer's name is set down the number of cows he keeps, whether he is selling milk or cream, the separator he is using and the length of time he has had it.

Right after harvest in the fall, when the roads are good and most implement lines are slack, is a splendid time to take such a census, and whenever a De Laval agent has made such a list he has always surprised himself by the number of separator sales he has picked up and the number of good prospects he was able to add to his list.

A Popular Cream Separator Man

The September issue of the "De Laval Monthly" is as usual replete with good things. Month after month this popular organization publishes through its advertising department a magazine which should be of the greatest benefit to every implement dealer interested in any way whatsoever in the sale of cream separators—preferably

the De Laval which, as the ad. say, gets the "cream of the cream separator trade."

Last month a biographical sketch was given, along with an excellent photographic reproduction of Harry R. Shortreed, De Laval superintendent for Northern Alberta, an important part of the large territory under the control of Manager Weed of the West Canadian offices at Winnipeg.

Mr. Shortreed, who is well known to a very great number of dealers, was born in Ontario some thirty-five years ago. While an infant he came West with his parents, who settled in Emerson, Man., later moving to Morden, where Mr. Shortreed, Sr., farmed. After a good public school education Harry operated the home farm for some twelve years, subsequently becoming an implement salesman with F. J. Walsh & Co., Moose Jaw.

With this firm he got a wide experience in selling all types of implements, and also some lines of separators which, however, would not "stay sold." Finally Walsh & Co. got the De Laval contract, the first step to a profitable separator business. Such was the success of Mr. Shortreed in selling De Laval separators that he finally became, in 1908, a salesman for the

De Laval organization, covering the Southern Saskatchewan territory. In 1909 he was promoted to the position of superintendent for Northern Saskatchewan, with so excellent results that, in 1912, he was transferred to the charge of De Laval work in sunny Alberta. When the business of the company in that province assumed so large proportions that it was necessary to divide the Albertan territory, Mr. Shortreed was assigned the northern territory, with headquarters at Edmonton, where he is now located. We feel sure that continued success will follow the footsteps of this popular cream separator expert. A keen salesman, with an acute and sound judgment, Harry should go ahead in the De Laval service.

Farm Implement Societies in England

One result of the war is likely to be a permanent impetus to agriculture in the United Kingdom. The call for more home-produced food has meant the application of higher scientific methods of farming, while the high prices realized have encouraged farmers to put more land under cultivation.

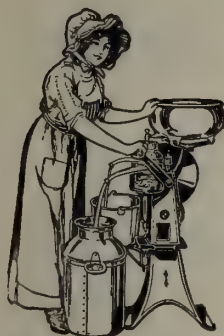
Two difficulties, the shortage of

labor and the scarcity of horses, have had to be faced, but it has been found that both can be solved by the use of labor-saving implements on a more extended scale.

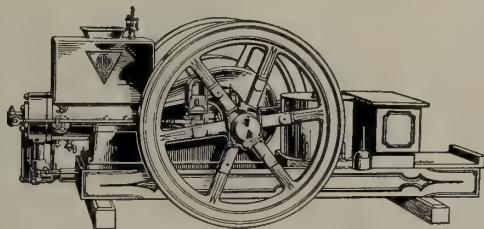
With a view to helping the English farmer in this respect, a movement is on foot for the establishment of co-operative farm implement societies. The promoters point to the success of similar societies in Ireland, where such organizations have resulted in a great addition to the area under cultivation in the district covered by the Implement Society. In fact, had the average English farmer increased his tillage in the same proportion, there would have been a total increase of land under the plow of one and a half million acres.

The proposed society will raise the capital for the purchase of the implements by loan from a local bank under the guarantee of the committee, and each member of the society is responsible for a certain number of shares so that the share issue is always larger than the amount of the loan from the bank. The implements are hired by the members in rotation.

When a man talks about the good old days he generally means the nights.



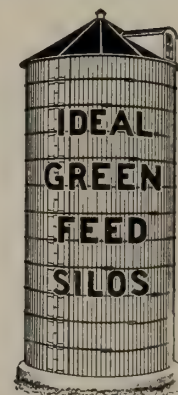
The World's Standard
De Laval Separator



The Alpha Gas Engine. Always
Ready to Work



A Complete Dairy Line



MADE IN CANADA

You Can Make Money Selling the De Laval Line

THE best line of farm and dairy supplies to handle is the De Laval line. It is the best advertised, is most favourably known, and gives the best service and satisfaction to the user.

You can sell more De Laval Separators, Alpha Gas Engines, Ideal Green Feed Silos and Alpha Dairy Supplies, and sell them more easily and with less expense, than you can any other line.

Perhaps you have already noticed that De Laval Agents are nearly always the most prosperous in their community. There must be a reason. Better investigate.

Complete line of catalogues and information as to territory, prices, etc., will gladly be furnished upon request

De Laval Dairy Supply Co., Ltd. WINNIPEG VANCOUVER
MONTREAL PETERBORO

LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA

Care of Farm Implements

There are two important points in ensuring service from the implements you sell. The first is to thoroughly coach the purchaser regarding operation, and to make sure that, in case of difficulties, he will appeal at once to the dealer. The second is to encourage him by every means possible to give the implement proper care. It is probable that, through neglect alone, farmers in Canada lose half the value of the implements they buy.

It is erroneous policy to think that the quicker the implements you sell wear out the more business it brings you. If, for instance, a customer buys from you a mower and leaves it out exposed to the elements so that it falls to pieces in two or three seasons, it does not stand to reason that he will buy the new mower from you. More than likely he will blame the machine, not his carelessness, and will go to your competitor for a mower of another line. The result is that you lose his custom not only on the sale of the mower but on engines, windmills, or other staples included in the same line. The reputation the mower made, or should have made, would have ensured further sales of the same

line of goods, only that the reputation of the machine did not get a chance owing to the fact that you did not point out to the customer that no machine, even the best, could give service if left exposed to the elements. Your lines—and every individual item in them—make your reputation as a dealer in farm machinery.

Repair Cost and the Car

The average man, when thinking of the expense and upkeep of an auto, instinctively thinks of the cost of gasoline and oil. This is the wrong conception, for one large repair bill will shatter a year's gasoline and oil expense.

A motorist can economize on gasoline and oil to his heart's content, but should his car need a general overhauling, and he receives a big bill of repair expense, his upkeep for the year will climb to unknown heights.

Therefore the prospective automobile purchaser in buying his car should not only be careful and consider the gasoline and oil expense that he will incur on his new model, but he should also look into the cost of repair expenses. This can be easily determined by an investigation of

the present owners of the model the purchaser has in mind. An owner is always very glad to talk about his car and tell a future prospective owner the exact satisfaction he is getting from his present model. Or visit the garage man, ask him what so and so car costs to maintain a year, and how often it is in the shop for repairs. Get the dealer's advice on this subject—tell him how to show you figures that he has probably compiled from statistics furnished him by owners.

Advertising: Its Ultimate Effect

Advertising carries with it a cumulative effect. It is not alone a question of one who can be convinced to-day and induced to buy, but it is a matter of making some impression on the minds of many people who will not purchase to-day, but who possibly seeing the article advertised week after week, or month after month for several months, will ultimately be affected by the advertising and become purchasers. Advertising then must not only look to the present purchasing power of the readers, but to the continuity of that power to buy the thing advertised.

This is especially true in the

farm implement and machinery business. Consistent advertising by the manufacturer, jobber and dealer must invariably bring successful sales to the line advertised. As well as keeping a line before the eyes of the consumer—the farmer—it must be kept before the eyes of those who cater to his needs—the retail implement dealers. The latter, in turn, must inform their local public that they handle lines known to the consumer through the voiceless intercourse of the consistent advertiser.

Consistency in Cream Separator Sales

The mail order houses go after business just as hard in September as they do in April or May. No matter what the month, no grass grows under their feet. While some of your business is undoubtedly seasonal, this does not apply to the sale of cream separators. Somebody is buying a cream separator every month in the year. The dealer who makes no attempt to push his separator business in the fall will find out next spring that some one else has been selling separators if he hasn't.—De Laval Monthly.

Put the "u" in hustle!

The Coming Business THE MODERN ELECTRIC LIGHT PLANT

Our Electric experts have more than twenty-five years experience in this line. Think what that means as a trade winner!



We can
Furnish
Plants
for all
Purposes

We Have the Largest Line of Specialties in Western Canada

Some of the Lines we handle are:

Electric Light Plants Electric Started Gas Engines Automatic Washing Machines
Portable Steel Grain Elevators Kelly Duplex Feed Mills Steel Beauty Hay Pressers
Wagons and Sleighs Shafts Pulleys and Hangers Belts Oils
Steel Oil Tanks, shipping and stationary Saws and Saw Blades

We Have a Very Attractive Proposition to Live Dealers

HENRY RUSTAD

243 Princess Street

Winnipeg

"Lion Brand" Rubber Endless Thresher Belts

"The Threshermen's Friends"

Honestly, strongly and substantially made. Guaranteed perfect in every particular. Sell them and give your customers service and the certainty of reliable running under the most adverse conditions. The "Lion Brand" Belt is an insurance against belt troubles. Let your customers have the BEST by selling the "Lion Brand." It is the best investment that they can make.

ASK THE USER

Gutta Percha & Rubber Limited

Winnipeg

Regina
Edmonton

Saskatoon
Fort William

Calgary

NOT IN ANY TRUST OR COMBINE

Why The Retailer Fails

To work a lathe a man must serve a period of probation. To shoe a horse a horseshoer must serve an apprenticeship. A doctor, a lawyer, an engineer, all must spend so many years in preparation before they can hope to have sufficient knowledge to merit a place in their particular field of activity. Yet, as a prominent manufacturer says in Farm Machinery, a man can enter the mercantile business without an atom of previous training. Without doubt, it is owing to this fact that so many men are annually going under in the never ceasing struggle that exists in our national retail system. Unless a young man has ideas of the game of barter and sale, it will be of little use for him to enter business. All of us have seen many a good farmer make a very poor retail merchant, simply because he had no previous training and no qualifications for the job.

"To succeed in retailing, a man must have natural economy," says this manufacturer. "Business is made up of small things, and the man who is not naturally economical cannot succeed in business."

Last year's report of Bradstreet

showed the cause of failures all over the United States and Canada and divided into two classes, as follows:

First, due to the fault of those failing.

Second, those that could not prevent.

The causes due to himself are these: Incompetence, inexperience, lack of capital, unwise credits, speculation, neglect of business, fraud.

The ones he is not responsible for are specific conditions, disaster, crop failure, floods or anything of that nature, failure of others, competition.

Now, I have often thought that competition should be in the other class, because if a man cannot meet competition he should not go into business. I imagine, however, that this means undue or illegitimate competition, such as continued bankrupt stock sales and all that kind.

The relative percentage of three of these causes is as follows:

Lack of capital, 31.4 per cent.

Incompetence, 27 per cent.

Inexperience, 4.1 per cent.

In other words, out of all the failures in the United States, 62.5

per cent were caused by lack of capital, incompetence and inexperience. In Canada it was 68 per cent.

There are three things which cause such a large percentage of failures in business which a credit man can so easily find out when a man starts in business.

Any man could easily find out whether he had experience and by inquiry whether he was competent and then any man in business could find out when a man starts in business.

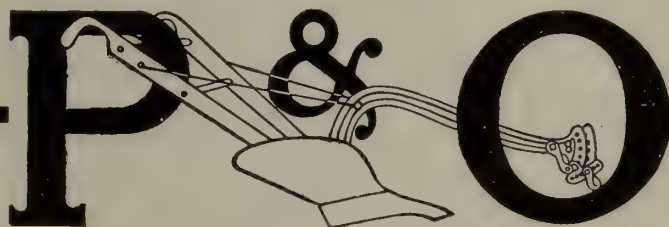
Any man could easily find out whether he had experience and by inquiry whether he was competent and then any man in business could find out how much capital a man had.

Many merchants object to the systematization of their business. They call it "red tape." Too many merchants labor under the delusion that their profits come from increased sales. Frequently it happens that the more goods a man sells, the more money he may lose. One instance I recall is that of a merchant who stated that he had increased his business \$200,000. I asked him if he knew how much he lost in selling the goods. He became angry and stopped buying goods from my house. Later he acknowledged a loss.

Service a Great Factor

Service is the most determining factor in securing and holding trade, but it was fairly recently that this was first recognized. A merchant who is now world-famous unearthed the early forms of service when he established rest rooms in his department store for out-of-town customers. It gradually developed that resident customers also are appreciative of attention and certainly deserving of consideration. This idea has developed until it is pretty true in all businesses. The customer is our boss, and in the long run hires and fires us.

Companies that have been successful in the big way have been companies noted for their service. The farm machine company which is the most successful gives the greatest amount of service to its dealers in selling the machines and to its customers in using and repairing them. The dealer with foresight puts more stress on nothing than on service and buys only from companies that can extend service to him and his customers, says "Harvester World." The thing of most importance to the buyer is the company back of the machine, for service and repairs are as important as good materials and workmanship.

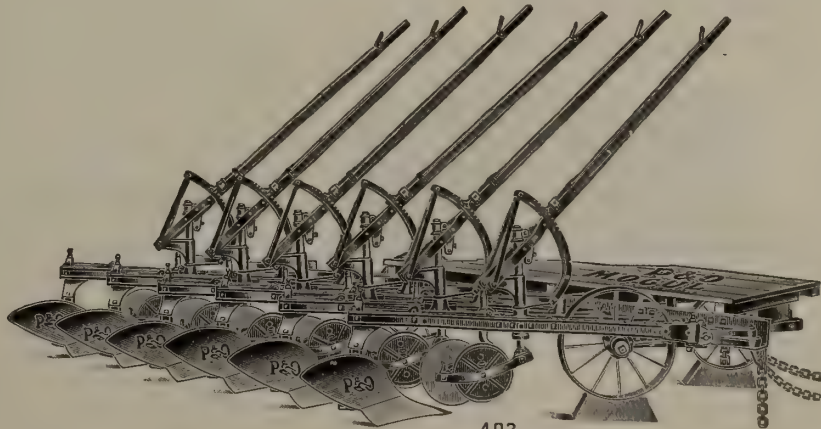


Mogul Engine Gang Plows

If you seek strength, efficiency, durability, economy of operation, in engine plows, this is the plow for you. Independent levers, Spacing Blocks between Beams, Pin Break Standards, Angle Steel Frame, close and easy adjustments, strong double Beams and perfect Bottoms are some of the notable features on Mogul Plows. The P & O Mogul is the one engine plow that has never developed a weak spot.

GOLD MEDAL AT SAN DIEGO

The Jury of Awards at the Panama - California Exposition awarded the Gold Medal to a P & O Mogul Engine Gang Plow. All our claims of superiority are now justified by official recognition.



403
4, 5, 6, 8, 10 and 12 Furrow

WINNIPEG
BRANDON
REGINA
SASKATOON
YORKTON
NORTH
BATTLEFORD
ESTEVAN
CALGARY
EDMONTON
LETHBRIDGE

MADE BY **PARLIN & ORENDORFF CO.**
INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.

CANTON, ILL.,
U.S.A.

SALES AGENTS
FOR CANADA:

What of the Local Merchant

In relation to the local merchant, whether in dry goods or implements, the vast majority of our Canadian farm journals appear to sit on the fence, no doubt owing to the fact that mail order advertising contracts are potent factors in forming editorial opinions. The average farm journal in Canada does not consider the home merchant from the broad angle of his position in and his relation to his community. The country merchant is dependent upon the prosperity of his neighborhood. He is a factor in its home life. He is a good citizen. He is a taxpayer. He helps bury the poor and does his full share to support local schools and churches. During the lean years he extends credit to the honest and needy, and is, in the fullest sense of the word, a friend in time of trouble.

In direct contrast to this policy of silence on the part of the majority of farm journals are the following words from the "Washington Farmer," a journal with twenty thousand circulation published in Seattle. This journal says:

"The country merchant is a student of conditions in his local-

ity. He buys goods best suited to his trade. If he is possessed of the qualities of good business management, he is able to buy at prices which will enable him to sell on an average as low as goods can be bought through any channel. Occasionally it may be true that certain "leaders" may be offered by the big mail order houses or the big stores which "leaders" are intended to create the impression that they sell lower and can give better service than the local storekeeper. But on careful analysis and when all things are taken into consideration, the local merchant will give the service and furnish the accommodation in many ways that no out-of-town concern can possibly give.

"It is, of course, the privilege, and, in fact, the duty, of every individual to buy where he can get the most for his money, but if the methods and prices of the local dealers be carefully considered, we believe the result will be a more kindly feeling, and greater and more enthusiastic support will be given him."

The Engine and the Customer

Probably more harm has been done the gas engine by the idea that it is cheap and unreliable than by any other factor. This is a natural result of a flood of cheap catalog house engines. Consistent advertising of a good engine at a reasonable price tends to give the engine value in the minds of buyers; cutting the price cheapens its value.

The farmer will find more uses for, and be more proud of the gasoline engine that cost him \$150.00 than of the one that cost him \$99.85. He will talk more about it, with greater enthusiasm; his wife and children will talk about it; his neighbors will envy him the possession of it.

It is most interesting to study

the reports from farm districts on the sale of automobiles. No one firm has been able to supply the demand for medium sized cars, and this demand has, therefore, been divided up among a number of firms, but it is a matter of fact that the farmer is buying a total of more medium-priced cars than of the cheapest-priced cars. This would indicate that, if properly educated, the buyer considers more than the price alone.

Cushman Factory Additions

Two large additions to the machine shops of the Cushman Motor Works, at Lincoln, Neb., have been started, each of the structures being 200 by 120 feet and of general design in conformation with the main factory buildings. With the completion of these improvements a large number of new automatic machines will be installed and will give the company room to greatly increase its present capacity. It is expected to maintain a daily average output of twenty-five engines per day throughout the year. E. B. Sawyer, president of the company, is now back at his desk after a visit to Winnipeg, where he looked after business interests connected with the Cushman Motor Works of Canada.

Threshing Machines in Russia

It is estimated that some four thousand threshing outfits were annually sold in the Russian Empire, these being mostly imported from England, Germany and Austria-Hungary. The English outfits are very popular, having a high quality reputation and being made for straw burning where such is necessary.

Steam outfits are largely used on large Russian estates and by middle class farmers. As a rule

12 h.p. engines are used, handling about 15 to 25 tons daily. Middle class farmers use 6 to 8 h.p. engines capable of threshing 10 to 12 tons daily. The Russian peasant uses a primitive horse-driven threshing machine which is made in Russia.

In selling to landowners credit is extended over three crops, with a cash payment of from 25 to 30 per cent of values upon delivery of the outfit. For Russian conditions threshers must be made especially strong.

Twine Supply in Saskatchewan

As in the past farmers in Saskatchewan put off placing their orders for twine until the last moment, and with truly philosophical outlook they were not aware that cash would be necessary until they came to buy their twine supply. The "Public Service Monthly," an official organ of the Saskatchewan Government stated that there was bound to be cases where a farmer already loaded with debt was possibly unable to borrow money for twine, but, says this publication, "it is hard to believe that in such cases the creditors will refuse assistance."

There was this year two main sources of supply, namely, the ordinary dealers and the Saskatchewan Grain Growers' Association, which this year handled twine in large quantities for its membership. Unfortunately, it would seem that neither organization knew how much the other was handling, so that it was very difficult for either of them to estimate the requirements closely in advance.

Twine shortage at the last minute is so common a disease that it requires little comment. Yet the aggressive dealer who, early in the season, points out to his customers the necessity of making some estimate of what twine they are likely to require, knows full well that the average farmer simply thinks that the inquiry is largely a premeditated effort to sell him more than he requires. The inevitable happens. Twine is wanted in a moment's notice, and the farmer, and often the farm journal, blames the retailer for not carrying a huge stock so that this twelfth hour demand can be met.

The "Good" Customer

No customer can be said to be a good one who is always trying to beat down a price or obtain an extra favor in terms. A good customer is not the man who is always seeking to claim allowances for shortages or errors that are partly or wholly fictitious.



Western Canada

IMPLEMENT DEALERS, HARDWARE STORES and PUMP MEN, ATTENTION!

When your customers inquire for a hand pump with a large capacity for wells deeper than 30 ft., recommend our "Peters" pattern, double acting, force pump. Carried in two sizes, 3in. and 3½in. cylinders. Absolutely reliable and durable; reasonable in price and satisfactory to every user. Manufactured exclusively by us in Canada; special handle furnished for use with gasoline engine or windmills. Further described and illustrated on Page 54 of our Catalogue. Full set of guide blocks furnished for any depth of well.

Manitoba Engines Ltd.
Brandon, Man., and Calgary, Alta.



**SELL OUR
3 V Crimp
GALVANIZED
ROOFING**

More water-tight, better appearing, more easily applied and cheaper than corrugated Iron when you take into consideration the loss in laps. We make it from the best selected stock and can make immediate shipment.

Winnipeg Ceiling & Roofing Co., Ltd.

Metal Shingles	Metal Siding	Ceiling
Corrugated Granaries	Culverts	Well Curbing
Stock Water Troughs	Oil Barrels, etc., etc.	

P.O. BOX 3006 F.I. **Winnipeg, Man.**

Sheet Metal as a Roofing Material

By G. GORDON COMPLIN

To the implement dealer, sheet metal, be it in the form of roofing, siding, or ordinary galvanized stock, has its interesting side, since the majority of dealers handle this class of product, and should be interested in the advantages obtainable by the use of sheet metal as a constructional factor. As regards roofing, it must be clearly understood that there are both good and bad types of the sheet metal variety. We will talk only of the reputable type of material.

Sheet metal is fireproof. Here lies perhaps its greatest virtue, and one that can hardly be overvalued. It is also lightning-proof. When a metal roof is properly "grounded," lightning may strike it with no more effect than if it struck out in a lake.

Sheet metal is comparatively light in weight, imposing no strain on the structure and permitting the safe employment of light and inexpensive supports.

It is practically immune from affection by extremes of heat and cold. It will not snap with frost and ice, nor will it curl up, warp and twist under the summer sun. It does not retain, on into the night, the heat infused into it by day, but will cool off quickly, making sleeping quarters much more comfortable. This latter feature applies more particularly, perhaps, to Terne plates than to any of the other metals.

As a roofing it presents a smooth surface, free from cracks and crevices. It thus affords no grip for snow, but permits same to slide off freely without freezing and the consequent "back-watering" and leaking. Its smooth hard surface also permits of its being walked on without damage. It also admits of a secure and watertight junction at valleys and hips.

The joints of a sheet metal roof are invariably close and snug fitting. For this reason, it is rarely disturbed by violent winds and cyclones—the wind can get no purchase on it.

The big item of cost in a sheet metal roof is material. The small item is labor. The purchaser thus has the satisfaction of knowing that the bulk of his money is actually entering into the life and service of his roof—it is not being paid merely for laying it. This rapidity and ease of laying is also of advantage in another way, in that it admits of the buyer laying the roof himself, or with unskilled help only, if it is not convenient to hire it done. This last clause

applies in particular to the more simple, but none the less excellent, forms of galvanized shingles, tiles, etc.

Sheet metal roofing is durable. Plenty of metal roofs are in evidence to-day which were laid 30, 50 and 60 years ago, and which, by all appearances, are still good for many years' service. How many times they have saved their respective buildings from destruction by fire or lightning can only be a matter of conjecture.

Much harm has undoubtedly been done to the good name of metal roofing by the use in some localities of cheap material, which has proven short-lived. This should in nowise be held against the products of which this article treats, as if good material is used, there is ample evidence to prove that it will give generations of satisfactory service.

Few roofings can be repaired as neatly and easily as sheet metal, should necessity arise. A patched roof is usually an eyesore, but with most forms of sheet metal, a repair or alteration can be made practically invisible.

For rural districts, sheet metal has an added advantage, in that it sheds clean rain water—and more of it. None can soak in, so it all flows off. It further has the property of condensing and shedding the dew.

In point of appearance sheet metal roofing can satisfy the most exacting tastes. It is made in a range of styles and patterns suitable for every conceivable sort of building. The plain severe lines of the standing seam and similar styles look neat and serviceable for industrial buildings, while the numerous patterns of embossed shingles and tiles afford the home-owner a chance to select something to accord with any style of architecture.

Sheet metal can be painted very quickly and very cheaply. The paint does not need to be brushed in, and, as there is no absorption a little goes a long way.

From the standpoint of economy, sheet metal roofing should appeal strongly to the thoughtful buyer. Its first cost is very moderate, and figured by "year-cost," it is decidedly economical. True economy consists not in buying the cheapest product, but in buying that which is best value in the end.

Further direct economy is effected by reason of the reduced insurance rate allowed on buildings roofed with fireproof roofing.

Taking economy in its broader

sense—national economy—sheet metal still holds its place in the fore. Our country's supply of minerals is practically unlimited. Our supply of timber, on the other hand, is dangerously limited. Can we, therefore, not put what timber we have to much better use than sawing it to kindling wood size and arranging it, in convenient form for burning, on top of our homes? This is practically what wood-shingle roofing amounts to.

Let us consider what it means to us as a nation to use inflammable roofing. Insurance statistics prove that a large percentage of fires originate on the roof. Now, fire means waste and waste means loss. It matters not if the building is insured, the loss is just as great, the only difference being that it is borne by a company instead of an individual, and the company, of course, collects it from the public in the form of "insurance rates." The "rate" of insurance is determined by the amount of our fire losses—the more fires we have, the higher the "rate." Fire insurance, in fact, may be described as a gigantic system whereby the losses of individuals are divided among multitudes.

Manufacturers and retailers

have to pay insurance. They must add this to the price of their goods. The consumer pays it. The higher the insurance rates, the more you pay for your boots, your clothes, your food. If, therefore, our national fire loss could be reduced, every individual would directly benefit by reason of a reduction in "the cost of living." The universal use of fireproof roofing would aid enormously in bringing about this result.

The National Fire Protection Association is authority for the statement that "every day, in the United States and Canada, someone's home is destroyed or the roof burned off it by the ignition of its wood shingles by sparks from its own chimney." Wood shingles not only ignite easily, but their flying burning brands are a menace to every surrounding building and its inhabitants.

How many dealers are there who have not seen the rapidity with which fire spreads in a prairie town with wood shingle roofing? The facts given are by no means "sales talk," but plain statements which may help the dealer in sheet metal siding, roofing and building materials to impress more fully upon his customers the value of this type of construction material.

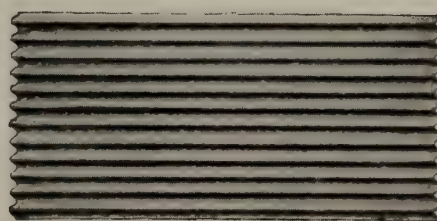
IMPLEMENT DEALERS!

This is Right in Your Line

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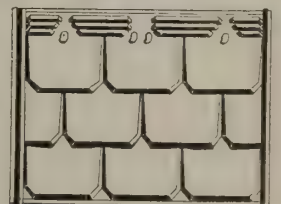
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and a good line of literature

All GOOD BARNS and HOUSES have these roofs

Advantages: Fire and Lightning Protection! More Rapid Construction! Very Durable! Never Needs Paint!

Enormous Saving in Lumber on BARNS and IMPLEMENT SHEDS



We Assist You to get the Orders

This is a nice clean business, and we know you would find a connection with us both pleasant and profitable.

WRITE FOR FULL PARTICULARS AT ONCE

The Metallic Roofing Co., Limited

797 Notre Dame Ave.

Manufacturers

WINNIPEG

Working With and For One Another

Associated effort in every line of business is one of the most prominent features in modern business. From bankers to bricklayers, from farmers to photographers, in every possible line of work men in the same trades, professions and callings are banding together for the betterment of their business as a whole. To show this we need only point to the growth of associations and the popularity of conventions. Boards of trade, commercial clubs, town improvement organizations — all are off-shoots of the modern idea of co-operative effort.


Nor is this tendency towards co-operation confined to small business establishments. Trained observers and statesmen observe the tendency in "large business" and even in governmental affairs. Co-operation is increasingly impressing itself on the human intelligence in all classes of activities, and the indications are that this will continue until it has profoundly affected the customs and habits of the people.

In many respects the implement dealer has been too detached and aloof in his business. He has regarded men in the same line too much in the light of competitors; he has failed to enter into collective activities which would have a direct bearing on his individual interests. Not only should every dealer belong to his implement association, but he should also join his local board of trade, and any association which has for its object the development of the town wherein he is located. Such a step will keep him posted on changing customs and conditions, and enable him to get in contact with new opportunities which are continually following upon the development of organized effort.

Service Breeds Success

There are factors in the retail business that grow more and more important as competition increases, and the greatest factor of all is service. A good location, a nice assortment of goods of the right quality—these are valuable factors in the success of the implement dealer, but beyond them stands the personality of the dealer—the service that he can give with the goods. Service is the spirit of the times, and to succeed the dealer must work with the currents of public thought and opinion.

Every community needs practical implement dealers, men who can advise and assist the farmer, help solve his problems, tell him,



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

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CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
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for instance, what plow would best suit his needs, or how he could benefit by purchasing a manure spreader. There are a thousand and one ways in which the dealer can serve his patrons, and the dealer whose customers submit their problems to him, asking his assistance, is a man who will not only succeed but who is doing valuable work in strengthening the bond of confidence and sympathy between the town and local community. Even in establishing a little rest room on their premises, many dealers have found the expense incurred was as nothing compared with the spirit it built in their customers, coupled with increased trade for their places of business.

Tanks for Farm Use

The invention of the modern galvanized storage tank places a hydrant system within easy reach of every farmer or every town dweller in centers which do not have water systems. Nowadays storage tanks of every size and shape are made to fit any attic, and by installing one in the home it is a simple matter to supply the kitchen and bathroom. In the barn the same system will supply stock tanks and water troughs. Of course in very cold weather the supply must be cut off during a time at least—which arouses the thought that Western dealers

could do more in the tank heater business than is at present the case.

A gas engine or windmill fills the storage tank, and the farmer has a constant supply on hand. It is quite practical on farms where water is stored to run a pipe through the furnace or kitchen range, then into a 30 or 40 gallon range boiler, thus giving the women an abundance of hot water for kitchen or laundry. The installation of these systems is no insuperable task. Pipe and fittings are usually supplied by the same firms who produce tanks. No expert machinists are necessary to do the pipe fitting. The capacity of farm water tanks is deceptive. A tank 4 feet in diameter by 5 feet high holds about 430 gallons of water, or nearly fourteen times as much as an ordinary barrel.

This line of goods should receive more attention from dealers. Storage tanks, stock tanks, wagon tanks, there are a host of tank types which could be handled profitably.

Firms who specialize on this class of goods will, we feel sure, be ready to give dealers any information on tank possibilities which they may require. The day of the barrel, or barrel sawn in halves, has gone. Galvanized tanks, durable, clean and strong, have their place on the modern farm.

Brain Power Farming

This is an age of production by machinery, instead of by human hands. A man's brain directs machines and production is limited not by how many hands and legs the farmer has, but by how many machine power units with which the farms are equipped. We figure production per man in thousands of bushels now. America leads the world in production of farm crops per man because in America agriculture is already carried on quite largely by machinery. While we do not lead as yet in production per acre, that is because we have not studied soil conservation and not because of inferiority of machine power farming.

We shall master soil conservation in time and thus further increase the wealth producing power per unit of our machinery and per brain power of a man.

How much land can one man cultivate with a spade and a garden rake? That's hand labor. How much land can one man cultivate with a tree fork plow and an ox? That's hand labor plus a crude implement plus one ox-power. How much land can one man cultivate with a two bottom gang plow, modern harrows, disc, planter, drill, cultivators, mower, binder and wagon, and five big heavy horses? That's hand power plus brain power, plus machine power, plus horse power. Then replace or supplement the horse power with tractor and engine power, increase the machine units by three or four times, add a little more to the brain power and with much less hand power a man has increased his productive capacity by about three hundred per cent over hand power alone. He can do as much as three hundred men with spades and hand rakes.

The Development of the Tractor

No one can gainsay the fact that the tractor is an important part of the machinery equipment of the farm. It has displaced many horses and mules, has lightened the labor of man, yet tractor farming is only in its infancy. A few years ago the tractor was a clumsy thing. It was adapted only to use on the big farms and ranches, where plowing was a problem that machinery alone could solve. It was expensive and complicated, and its use necessitated the constant presence of a highly paid and well trained machinist. The ordinary farmer, with his 160 or 320 acres,

could not afford to own such a big and expensive machine for use during the plowing and harvest season, but idle during all the rest of the year.

The decrease in the size of the machine, the improvement in the engine, making it less complicated and more easily handled, the accompanying lowering of the price, as tractors are made in increasingly larger numbers, and the possibility of adapting it to various kinds of work, have all been factors in placing upon the markets of this country a large number of different machines which are practical and not unduly expensive on the ordinary farm.

The Question of Price and Service

The farmer does not buy from the mail order houses because he has any special affection for them and lack of it for the home merchant.

On the contrary he buys from them because they have spent hundreds of thousands of dollars in giving him the impression that in no other way could he get the most purchasing power out of his dollars.

The direct selling concern recognizes the fact that the hardest thing it has to overcome is the superior service of the retailer. It knows that it cannot compete in service with him. But the service rendered by the retailer is not something that will permit the manufacturer to step in and demand a higher price for his product, as was pointed out by a speaker at the convention of the Retail Merchants of South Dakota. If, for instance, a farmer wants to buy a wagon, and the retail price is one hundred dollars, and the mail order price is ninety dollars, with ten dollars for freight and superior service, then the mail order house has a small chance of selling that wagon; but if the local price is one hundred dollars, and the mail order price seventy dollars, then there is twenty dollars to be accounted for. And the situation to-day is that the mail order houses are demanding a price which will enable them to more than offset the superior service of the local dealer, and the mail order house centers the idea on the price, and not on the service. It is therefore up to the dealer to begin to fight price discrimination, and to emphasize the fact that he is rendering a service which is reasonably worth something to his trade—and to the manufacturer. The consumer is beginning to realize that this service is of value to him, and that

by dealing with the local dealer he gets the service thrown in for good measure. In brief we are coming to a point where the consumer refuses to do otherwise than compare the mail order cash price with the credit price in the retailer's warehouse, and to figure the difference as an overcharge by the retailer.

Factors That Help Business

By keeping informed and co-operating with the farmer you put yourself on a plane with him, and are placed in a better position to serve him and study his requirements. The dealer should study the trade papers, crop and agricultural reports. Thus he is enabled to teach the farmer how he can increase his productive capacity. Suggest to him how others have successfully unraveled the knotty problems of the farm. In this way you are sure to gain his confidence, and draw him as a magnet to you in a way that will help you build up a successful business.

Agricultural bulletins, special reports, and data on various agricultural subjects can be had by any dealer who cares to write the Department of Agriculture at Ottawa. If a series of these are kept on file in your store, they form a handy source of information and reference for your customers.

Send out personal letters inviting them to come to your store and take advantage of these bulletins. If you sell implements keep a live mailing list and see that the farmer is kept in touch with the new machinery handled by your store. Have special demonstrations of the new farm machinery. Make appointments with the farmers of different localities in your territory to meet at a given place on a special day to discuss and examine all new machinery you are trying to introduce.

Canada's Fire Waste

The fire waste in Canada is a national monument that we could well do without. It is in fact the worst in the world. Fire losses in Canada, it is estimated, would pay off the National Debt in 20 years. They are seven times as great per capita as is the fire loss in Great Britain, and in Canada our fire insurance costs five times as much as it does in France.

Canada's fire loss averages over \$2,000,000 per month, or \$67,000 per day, so it can clearly be seen that some steps must be taken to reduce this enormous annual toll. Fire commissioners agree that a large proportion of our fires are

of deliberately incendiary origin, that a still greater percentage are unconsciously incendiary, while a not inconsiderable number are the result of carelessness or neglect. Very few of our fires result from causes beyond human control. Insurance companies, being private corporations, cannot be expected to prosecute; unless the amount involved is sufficiently large and the evidence conclusive, it is cheaper for them to pay the loss than contest it.

The individual can do much to guard against the possibility of fire, on both private and business premises. In the implement warehouse, as elsewhere, the hazard of fire can be reduced by care being taken on the part of both proprietor and hired help. Every owner of a business should make stringent rules as regards carelessness in the use of inflammable mediums, smoking in dangerous surroundings, etc. From the individual must, in the end, come the action that will reduce our enormous annual fire bill in Canada.

Using the Local Newspaper

There is something radically wrong where the merchant in a small town does not advertise in his local newspaper. He may, it is true, succeed without availing himself of every facility that is offered for building up his business, but the effort is made the more difficult because of the neglect. A live newspaper is one of the best assets that a community can boast of, but no newspaper can properly represent the interests of a town unless the interests of the town are represented in its advertising columns, not as a subsidy, or charity, but in active, aggressive and intelligent effort at upbuilding.

In Auto Purchasing

While the average city man is strong for the looks and design of the auto he purchases, he rarely has much knowledge of mechanics and buys with the idea that there is always a garage just around the corner.

The farmer, however, adopts an entirely different attitude when he buys a car. He is usually motor wise. He has been operating his farm machinery by gasoline engine and is familiar with the principle and operation of motors. He has before him at all times the thought that he must have a car that will 'take him there and back.' In other words, he will not take chances on a car that may strand him ten miles from home and three or four from help.

Personal

John Sang is a new harness merchant at Hafford.

R. M. Withers has discontinued his automobile business at Cartwright.

C. W. Dawdy recently opened a well stocked harness business at Empress.

F. H. Reynolds has discontinued his harness business at Gainsboro.

P. M. L. Patterson has discontinued his implement business at Shellmouth.

F. Gaines has closed down his auto agency and garage business at Lampman.

W. Peterson has sold his garage at Macoun to an auto dealer named F. S. Rollins.

J. A. Carleton has discontinued the implement business formerly carried on by him at Lenore.

W. J. Pollon has added a flour and feed business to his implement warehouse at Clanwilliam.

It is reported that the firm of L. L. Morrow, implement dealer at Lumsden, is being closed up.

Huyck & Weston, a hardware and implement concern, recently opened new premises at Hafford.

A new implement concern at Canwood is that controlled by two dealers named Miller & Nelson.

Best & Kerr are two mechanics who have commenced a garage and repair business at Kenton.

It is reported that Joseph H. Callahan is selling out his implement and hardware business at Stalwart.

We regret to report the death at Dinsmore of D. A. Caldwell, a dealer in harness and implement specialties.

G. H. Powells & Co. is the name of a new hardware and implement concern doing business at Lestock.

R. Longman has bought out the implement business at Maryfield formerly carried on by Robert Gray.

It is reported that Ernest Quick, an implement dealer at Monarch, is moving his business to Carmangay.

Thomas Malhoit has sold out his hardware and implement business at Montmartre to a dealer named P. Goulet.

B. F. Sparks has closed down the implement business at McCreary, which he has carried on for some little time.

A. Martz & Co. recently suffered severe financial loss through fire in their hardware and implement store at Holdfast.

M. Pechet is the latest addition to the business side of Lipton, where he has opened a hardware and implement concern.

The Frost & Wood Co., Smith's Falls, Ont., are installing machinery to the value of \$35,000 for the manufacture of shells, etc.

The well-known firm of Beatty Bros., Ltd., of Fergus, Ont., are contemplating additions to their factory to the extent of \$3,000.

The implement lines formerly handled by the firm of Anderson & Leitch, at Elrose, have been taken over by the Elrose Garage Company.

It is reported that the R. & A. E. Mansell Co., hardwaremen and implement dealers at Leask, have sold out their interests at that point.

W. A. Lamont is now a special salesman on engines and threshers for the International Harvester Co., in the Saskatoon branch house territory.

The Watson Hardware Co., a concern handling hardware and implement lines at Rockyford, was burned out during the last week in August.

We regret to report that W. B. Walrod, a dealer at Munson, recently suffered considerable financial loss by fire in his implement warehouse at that point.

The implement firm of Bruce & Bryce, at Kellihër, has been broken up, the partnership being dissolved. George T. Bruce will in future have sole control of the business.

W. Turner, the well-known dealer at Holland, has had an exceptionally good fall business. He has sold many complete threshing outfits and also several Rumely engines and separators.

The Saskatchewan Harness Company has been incorporated in that province, the head office of the concern being Prince Albert. The capital of this new organization is placed at \$30,000.

Joseph Maw & Co. are now handling the "Reo" automobile agency in Winnipeg. A full stock of Reo repairs and spare parts are carried so that local dealers may be assured of prompt service.

An application has been made for a winding up order in connection with the Western Canada Cordage Co., Calgary, a concern which was organized to manufacture binder twine from flax straw.

James Corbett, fire chief of the Massey-Harris Co., Toronto, was recently appointed chairman of exhibits of the Dominion Fire Chiefs' Association, during the convention of that body at Ottawa.

A. E. Steele, the well-known

implement and lumber dealer at Antler, recently sold out his coal and lumber business to the Imperial Elevator Co. Mr. Steele will in future concentrate his energies on his implement lines.

M. Thompson, the popular Winnipeg manager of Beatty Bros., Ltd., Fergus, Ont., recently returned from a visit to the headquarters of his company. He reports business excellent, and thoroughly enjoyed a combination pleasure and business trip.

The American Seeding Machine Co., Springfield, Ohio, recently held the annual meeting of the organization. The old officers were re-elected as follows: President, J. A. Carr; first vice-president, F. C. Johnson; second vice-president, W. Z. Carr; treasurer, J. Wescott.

During two weeks recently, R. J. Coleman, a dealer at High River, sold six separators and two gas tractors, a business amounting to about fifteen thousand dollars. Immense crops in that district made implement and machinery sales a profitable feature for local dealers.

F. Lee Norton, vice-president and general manager of the J. I. Case Threshing Machine Co., Racine, Wis., resigned his position at a meeting of the board of directors September 3rd. Mr. Norton announced that his resignation was due to a desire for a long needed rest.

On October 1st the Gould Mfg. Co., Seneca Falls, N.Y., opened an office on North Third Street, Philadelphia, Pa. E. S. Jenison, formerly with the Canadian Fairbanks-Morse Co., Ltd., Montreal, will occupy the managerial chair of this branch business. We wish him success in his new sphere.

The Advance-Rumely Thresher Co. is the name selected by the Rumely Corporation for use under the reorganization, according to the announcement made by the offices at La Porte, Ind. The choice of "Advance" is in recognition of the corporation's extensive interests at Battle Creek, while Rumely is made secondary.

F. Whitcomb, assistant general manager of the Frost & Wood Co., Smiths Falls, Ont., was a recent visitor to Winnipeg. Mr. Whitcomb was returning from a business trip which embraced the principal western cities, and he was very favorably impressed by the excellent crops which he had seen being harvested in practically every district which he visited.

George Yule, the veteran president of the Bain Wagon Co., of Kenosha, Wis., and probably the oldest active wagon manufacturer in the United States, cele-

brated his ninety-first birthday on August 31st. It was only an incident in the life of the well known manufacturer, however, for he was ninety-one years "young," and was at his desk as usual.

We proffer our hearty congratulations to Richard Y. Wilcock, accountant and member of the firm of Joseph Maw & Co., Winnipeg. Mr. Wilcock—commonly known as "Dick"—took unto himself a wife on September 8th. The staff of the Maw organization presented him with a fine chest of silver in honor of the occasion. Mr. and Mrs. Wilcock spent their honeymoon at the coast cities.

Sir Lyman Melvin-Jones, Toronto, president of the Massey-Harris Company, recently paid a business visit to Winnipeg during his annual trip to the leading cities of the Canadian West. Sir Lyman was very favorably impressed by the outlook for the implement business, and considered that the great crop harvested would enable the farmers to liquidate a substantial share of their debts.

On Sept. 10, Joseph E. Wing died at Marion, Ohio. The late Mr. Wing was known the world over for his knowledge of alfalfa culture, and he was, in all probability, the greatest authority on this particular subject in the world. His life was largely spent in an effort to educate farmers generally to the value of alfalfa as a forage crop, through the press and lecturing. He was incidentally head of the Wing Seed Co., Mechanicsburg, Ohio.

On September 15th D. G. Orendorff, secretary-treasurer of the Parlin & Orendorff Company, Canton, Ill., celebrated his fiftieth birthday. He received an unusual tribute from his fellow workers in the big industry in the form of a beautiful leather volume with his name embossed in gold. On its pages were the autograph signatures of all the office employees, department foremen and all factory employees who have been connected with the P. & O. organization for twenty years or more.

A recent statement from the Morse "News" (Saskatchewan), comments on the large number of threshing outfits which were put out from that point this fall. This paper states that the repair shortage for machinery was very keenly felt this season, in fact that "one farmer had to purchase a new binder to finish his cutting because of his inability to secure a sixty cent repair." If such was the case farmers have good cause

to grumble over repair service—but we would like to meet that farmer who bought the new binder! Sixty cent repairs are not usually so hard to procure.

F. S. Lewis, vice-president and managing director of the Tudhope-Anderson Company, Orillia, Ont., accompanied by H. F. Anderson, manager of the Tudhope-Anderson Co., Winnipeg, recently returned from a ten day trip which embraced Regina, Calgary, Edmonton and Saskatoon. Both gentlemen are of the opinion that the returns from this year's harvest will not be what many expect, owing to depreciation due to bad weather, while the greatly increased yield will necessarily prolong threshing operations until very late in the season.

Forty-two years is a long period for a travelling salesman to serve one concern, but that is the record of William L. Taylor, general traveller for the Parlin and Orendorff Company, Canton, Ohio. Mr. Taylor was the pioneer salesman for the P. and O. organization in Minnesota, the Dakotas and Canada. Many of the older implement dealers will recollect his personality and his journeys throughout Canadian territory during the ten years he spent in the Dominion. He made a wonderful record as a salesman while in Canada and we are pleased to hear that he is still hale and hearty as ever.

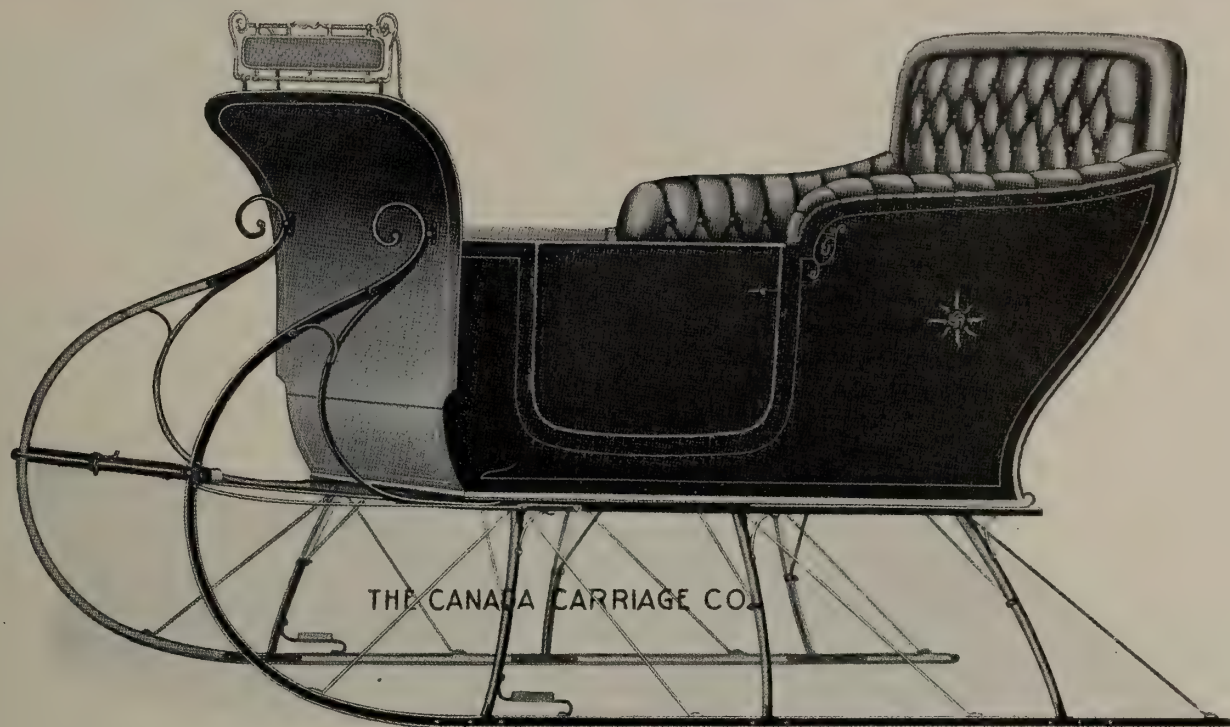
We recently had the pleasure of a visit from E. B. Sawyer, president and general manager of the Cushman Motor Works, of Lincoln, Nebraska. Mr. Sawyer, accompanied by B. A. George, a director of the company and a prominent citizen of Lincoln, was on a business visit to Winnipeg, en route to which they stopped over to take in the Minnesota State Fair. The Cushman Motor Works have had a record season's business in both the United States and Canada, the trouble not being to sell their famous light-weight engines, but to produce them speedily enough to supply the unprecedented demand—especially in the States, where rainy weather made the use of binder engines imperative. Working night and day the factories were, however, able to cope with the rush orders that came in from all points of the compass.

S'Awful

"I suppose you feel the business depression?"

"It's just terrible, my dear. We're still using our last year's car."

SELL THE UP-TO-DATE LINE



No. 217. BROCKVILLE STEEL CUTTER

Selling a line that is recognized as being the most up-to-date, the leading line, is worth something to you. It means less effort in making sales. One Brockville Cutter will sell another.

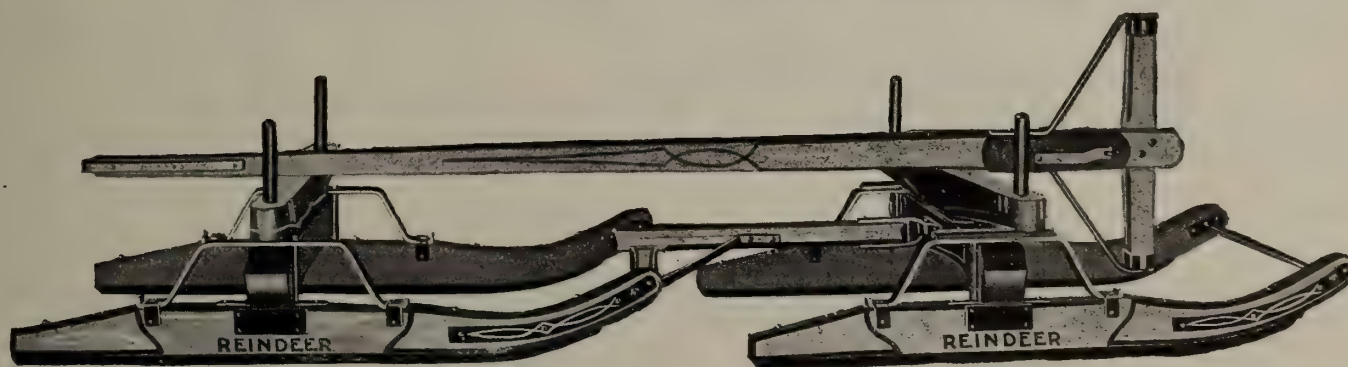
Brockville Cutters have always been recognized as first in quality, the most stylish and most comfortable.

Brockville Cutters possess every quality that your customers are looking for. The steel body construction is a guarantee

of durability and lasting service. The steel panels will not warp or splinter. All these troubles experienced with the old wood bodies are done away with.

Your customers are looking for the best there is in the cutter line. The Brockville Cutter will appeal to them. It possesses all the qualities that the critical buyer is looking for. WRITE FOR OUR No. 51 CATALOGUE.

REINDEER SLEIGHS STEEL OR CAST SHOES



BOLSTERS—Are furnished with stakes. Ends of same are ironed, fastened with bolts and rivets to protect ends of bolster from splitting.

ROLLER RODS—For tongue and reach are full length.

BOLSTER PLATES—Are large and made of steel.

STARK PINS—Are $\frac{7}{8}$ -inch on 2-inch runner sleighs, and 1-inch on $2\frac{1}{2}$ -inch runner. Plates riveted to each side of runners to prevent stark pins from splitting.

RUNNERS—Front inside end of runners plated so tongue and reach rollers, as well as rod holes, will not wear.

PAINTING—A good quality of paint with very neat wide lines of black and fine lines of white striping. Well varnished and very much above the ordinary in smoothness and general appearance.

QUALITY AND WORKMANSHIP—Made of good, straight grained hardwood timber throughout; put together in a smooth, workmanlike manner.

Make sure of getting our No. 51 Cutter Catalogue. It's the best ever published.

— Show it to every one of your customers that come in your store. —

John Deere Plow Co., Limited

Winnipeg

Regina

Saskatoon

Calgary

Lethbridge

Edmonton

Selling the Farm Wagon

It is a strange yet true fact that while one dealer will do a thriving business in the sale of farm wagons, another in the same town will scarcely do any business along this line. To sell wagons the dealer must use advertising, displays and demonstration. Successful dealers obviously do not believe in price cutting on wagons. They affix a selling price and the price is not changed whoever the customer may be. Many dealers have ruined their wagon business by price cutting. When they come down a dollar they give the customer the impression that about any kind of price will buy a wagon from the dealer.

The half assembled wagon does not show up to advantage on the warehouse floor. The right way to display a wagon is to have it rigged complete; all the sideboards on and the seat in its place. The dealer who has the lower box on the running gears, the brake out back of the warehouse, the sideboards resting on the rafters, and the seat down at the depot cannot expect the success which will come to the dealer who has complete wagons on exhibition. A new wagon is a thing of beauty. When it is assembled completely there are few articles which make a more attractive exhibit upon the

sample floor. It is well to have all the small details of assembling finished before the prospective customer arrives. He may lose interest in the matter while he watches you work.

Old wagons are constantly being discarded for hauling small grain. A farmer can haul hogs, etc., in an old wagon, but a good wagon is required for small grain.

No dealer should scorn the idea of selling new wagon boxes for use upon old running gears. It happens frequently that a wagon box will go to pieces, while the running gears are still fairly serviceable. Naturally a new box is required. In any community an aggressive dealer can rapidly build up a good business in selling wagon boxes, as many dealers have proven to the discomfiture of their competitors.

How the Buggy Was Sold

A writer in a recent issue of Implement - Hardware Bulletin tells a mighty good story about a dealer who was endeavoring to sell a customer a buggy for cash. The customer had the money, and wanted it to go as far as he could—and he was undecided whether he would or wouldn't buy a car.

At all events he was up against the fact that mail order concerns quoted thus and so. His mail was crowded with offers to supply wonderful buggies at unheard of prices. Regardless of comparative qualities and easy buying conditions the quoted prices appealed to him. He forgot the buying conditions. This is how the dealer argued the point with his customer:

"The advertisement says 'cash on delivery,' and, as you have the money, terms cut no figure and you are justly entitled to the most your money will buy," says the dealer. "Now, here's the point. Andy: This is my business and I've got sense enough to know that I must meet competition and meet it fairly or go out of trade. So I'm doing exactly the thing you want to do and which John's boy did—I'm buying these buggies for cash—spot cash—and I'm using my knowledge of the buggy business to get the very best value for my money. All the frills, fancy terms and long time inducements are cut out and I own this vehicle stock right.

"I expect to sell a great many of these buggies and consequently can handle them on a very close margin, and I am able to offer you a rig, fully equal in quality and appearance to anything you can find anywhere, at a little less price than you can get anywhere and

with the added privilege that you can examine it before you buy and can come back to us if anything goes wrong. I am not asking you to buy this, Andy, from any foolish sentimental reasons, or to help out on any 'buy-your-goods-at-home' campaign but because the buggy is worth the money and I am giving you exactly what you want for the money you've got to spend. Will I give you a whip? Yes, certainly. I never sent a buggy out in my life without a new whip in the socket."

Implements and Autos— a Contrast

Implements are frequently sold on such long terms that the dealer frequently loses all profit on his customer, and not infrequently his principal. Implements are guaranteed in all sorts of ways, and the buyer imposes on the seller in the construction of the guarantee, which is one of the most unpleasant features of the business.

Contrast this with the automobile business. From the very start the business has been done on cash. The buyer has always been given to understand that unless his trouble was some basic engineering fault for which the manufacturer was responsible he could not expect to recover under the manufacturer's warranty except for such work or such parts as showed positive and manifest defects. The peculiar fact is that the farmer pays cash for what is virtually a luxury, while he demands credit for the wherewithal to produce the crops upon which depend his very existence.

This Letter Did It

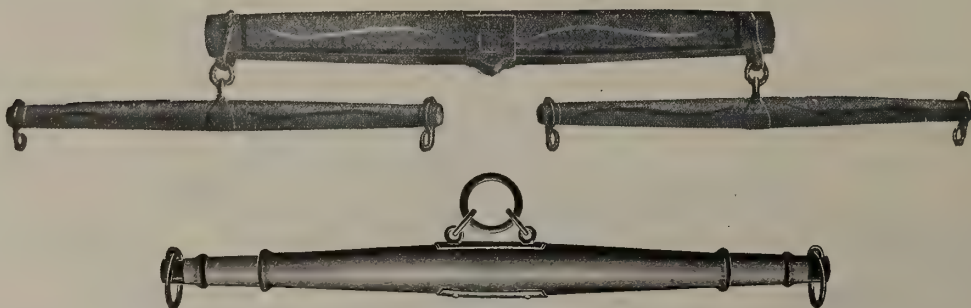
A recently arrived foreigner employed as a clerk by an implement dealer was asked by his employer to send out a polite dunning letter that would not be too pointed but would bring results. The results were phenomenal, every delinquent paying his account in full. The letter read as follows: "Dear Mr.:

"If you do not do us the extreme honor of paying all the dollars and all the cents of this accounting, which so long you have owed to our business, we shall, to our regret, begin to do something that will cause you the utmost astonishment."

If you are not getting your share of the trade it is because you do not understand your public or your public does not like the way you do business.

OUR No. 70 SET

Means More Sales and More Profits To Dealers.



Note the Front Plate on the Doubletrees, also Rub Irons on Whiffletrees. You get the full strength of the Timber. No holes to weaken it.

This set is made in one size only.

Doubletree 2 x 4 1/2 x 48.

Whiffletree 3 x 36.

Neckyokes 3 x 48.

Complete set of the Best Southern Hickory Stock. Neatly Painted and Striped.

The finish we put on our Doubletree Sets is not equalled by any other manufacturer. They sell themselves.

Try a crate of six sets—It will mean more business for both of us.

D. Ackland & Son, Limited

THE
BEST
PLACE

Calgary
Edmonton

TRADE
MARK
D&S
LTD

65-68 Higgins Ave.
Winnipeg

THE
BEST
GOODS

Team Work and Business

Advocates of the association idea declare that if you would place your finger on an industry that is unstable, precarious and the prey of bitter and devastating trade feuds, you have only to find a line that has no association, that does not know the definition of team work, and that holds to the feudal idea that a competitor is a natural personal enemy. They insist, too, that the product and the business methods of such an industry will be found as debased as its ideals.

Certainly it soon becomes clear to any man who takes the trouble to investigate the situation that the get-together spirit of the association of to-day is working an immense change in the personal attitude of men who happen to be thrown in the same line of business activity.

To replace devastating personal animosity, that is willing to take its profits in satisfaction over losses inflicted on competitors instead of in real profits, with mutual understanding, with constructive plans and for the good of the line as a whole, is a distinct economic gain.

As years pass it becomes more and more apparent that if the im-

plement trade is to weather the attrition effect of co-operative buying, direct selling propositions, etc., it must combine as a business. Wholesalers and retailers, both can work for the common good of the business by pulling with one another for the betterment of conditions in the trade. Business farmers have proven what they can do by associative effort. Dealers must do likewise—they cannot hope to stem the tide.

The Square Deal

There are few men who know the trails, tribulations and triumphs of the implement man as does W. A. Jones, secretary of a dealers' association in the United States. Giving his opinion recently as to the chief foundation of a dealers' business he said that it did not depend on money, smartness, education, or business experience—no, not even honesty. All these factors, said he, are important and desirable; I will even grant their necessity in a successful business.

I would emphasize, as strongly as lay in my power, the square deal.

The square deal means honesty, but it four-sided:

1. Honesty with your customers.
 2. Honesty with your creditors.
 3. Honesty with your competitors.
 4. Honesty with yourself
- I submit that anything less than this is, in a degree, at least, dishonesty.

Now, your creditors usually assume the prerogative of seeing that you are honest with them.

If you are not honest with your customers they will quit trading with you, and that will bring you to your senses quickly.

But, honesty with your competitors is sometimes "something else again, Mawruss."

And by the same token, so is honesty with yourself.

Furthermore, it happens that in trying to "do" his competitor, a man usually "does" himself.

Heading Off Trouble

The dealer by coaching at the time of sale and afterward as opportunity offers, can do a great deal to prevent running troubles occurring. He can do much, also, to insure better service, and more satisfactory results, apart from the actual workings of the machine. Thus in connection with

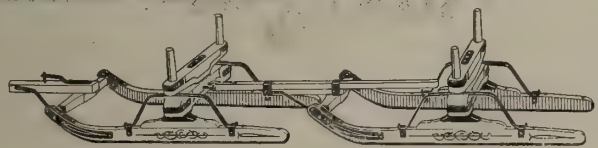
gasoline tractors, a point of difficulty has been the contention that they are unprofitable on small farms. This difficulty is gradually being met by the manufacturers, who are producing smaller tractors, increasing very materially the number of farms on which these machines can be profitably operated.

In the meantime, the farmer, in addition to becoming expert in tractor use, can secure results far more satisfactory by the careful planning of his farm work, so that the tractor can be utilized as much of the time as horses would be. It will probably pay the enterprising dealer, in communities where tractor farming is economically possible, to study this phase of the business.

The Tractor Plow

In considering the small tractor proposition, don't overlook the importance of the tractor plow. The experience at some demonstrations has been that the plows sometimes gave more trouble than the tractors. It would be unfortunate to have a farmer condemn tractors because he did not have the right bottoms for his soil.

Sell sleighs before it snows.



Make Money for Yourself by Making Winter Hauling Easy for Your Customers

FOR the use of your customers whose hauling cannot be stopped by the snows of winter, or to whom the snows are welcome, as furnishing a smooth hard road over which to move their products, we offer a line of bob sleighs so complete that each man may find in it the kind of sleigh he needs and uses.

Unless a sleigh will stand hard knocks it is of little value in Canada. Therefore, we make these sleighs, above all else, strong. Even the lightest one-horse sleighs are as strong as selected pieces of high-grade wood and steel

and the most careful workmanship can make them. No imperfect or unsound material finds its way into the manufacture of these goods.

Each sleigh is guaranteed, with fair usage, to carry its load over ordinary roads and to do the work intended for its size. We make a liberal guarantee arrangement to take care of the satisfaction of your customers.

Handle the most profitable line of sleighs—backed by the International Harvester reputation. Write to the nearest branch house, now, for detailed information.

International Harvester Company of Canada, Ltd.

BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.

Advertising Clubs Back the Retailer

Herbert S. Houston, head of the Associated Advertising Clubs of the World was a recent visitor to Winnipeg. During his brief stay he told of the new courses in modern retailing and merchandising that his association had inaugurated, and how these studies can be carried on in Winnipeg.

"One of the big things the clubs are undertaking," said he, "is the work for the retailer. We stand definitely for the preservation of the present retail distributing system. We believe the retailer should survive and flourish, and that we can help him do both by making him a modern and efficient merchant. To this end we are developing courses of study in modern retailing and merchandising which can be carried on wherever advertising clubs exist. We not only believe that the retailer can be made a better advertising man, but a stronger business man."

Briefly, Mr. Houston told how Mr. Ingersoll, head of the famous watch company, said that his concern had recently spent over \$8,000 to devise an efficient system of accounting and of determining costs for the retail jeweler. This system will be turned over to the associated clubs so that it can be modified and made suitable for dry goods merchants, grocers, hardware dealers and all other retailers.

"Business men know that advertising is the most efficient and economical force to use in making a market for a product," said Mr. Houston. "But the public half believes that advertising increases the cost of living; the truth is that

the reverse of that is true. In our campaign to advertise advertising, the economies affected by advertising will be stated so clearly that the public can understand them. This great campaign will be of service both to retailers and very definitely to the public at large whose servants we all are."

We are thoroughly in accord with what Mr. Houston says as regards the system of helping the retailer to be a better merchant, and we trust that the Associated Advertising Clubs of the World will, as an opening chorus in their work of aiding the retailer, point out to the consuming public at large that the retailers, in the small center at least, suffer more than in any other way from co-operative systems of purchasing supplies and catalog buying. Educating the public to the economic fallacy of this modern development will do more for the retailer than will anything else.

New Roofing for Silos

The protection of ensilage depends to no small degree on the roof of the silo. A new type of roofing is now being sold by the Metallic Roofing Co. of Canada, Toronto and Winnipeg. This metal roofing is of pyramid design and has exceptional features of merit. Galvanized iron is used which is laid upon 2 x 4 wood rafters. The extreme height of the roof from top of silo is seven feet, while a large hatch four feet long is inset affording an easy means of filling the silo. In this hatch a window of wire-reinforced glass is

set so that there is ample light inside. A simple and efficient ventilator at the peak allows plenty of space for the escape of air from the blower and dust. This type of roof gives plenty of room for the tramping down of the ensilage.

Another type of silo roofing, produced by the same company, is the "Gem" roof which is a cheaper type but nevertheless strong and serviceable. All that is required is the external diameter of the silo—the roof being supplied ready to fit. Interested dealers can obtain full particulars and prices from the company by mentioning Canadian Farm Implements.

P. & O. Engine Gang Gets Gold Medal.

The P. & O. Mogul power-lift engine gang plow has been awarded the gold medal by the jury of awards of the Panama-California Exposition at San Diego, Cal. This gang, as most dealers know, is manufactured by the Parlin & Orendorff Co., Canton, Ill. Naturally, the P. & O. people are much elated over this recognition of merit.

A Massey-Harris Publication

A recent booklet from the publicity department of the Massey-Harris Company, Toronto, is "Farm Power," a publication largely devoted to the Massey-Harris Gasoline Engine.

This booklet, like all Massey-Harris publications, is tastefully printed and finely illustrated. With a frontispiece of the Massey-Harris engine in natural colors, the various adaptations of the Massey-Harris engine to farm work is outlined. Following is a complete description of the various mechanical features of the engine, a series of very fine engravings showing the component parts before assembly. Sectional views are given of the outstanding points in design, following on which is a series of views of the various horse-power sizes produced by the company, giving with each size the various farm machines and attachments for which the particular engine is especially adapted. This is an excellent feature, letting dealer or customer at once see what size of engine he requires to do certain work.

Massey-Harris engines in the portable style, mounted on trucks of solid design, are also shown. Massey-Harris sawing outfits in their various sizes are also prominent, also spraying outfits, pump jacks, direct-connected pumping

outfits, hoists, cream separators, feed grinders, bagger attachments, root cutters and pulpers, straw cutters and ensilage cutters are fully covered in this informative publication. Dealers who are interested in farm power should write the nearest Massey-Harris branch for a copy of this booklet, mentioning this publication.

Cushman Co. Extend Canadian Business

That Cushman light weight high speed engines, and the other well-known features in the Cushman line, are steadily becoming more and more popular upon Canadian farms is evidenced by the fact that the Cushman Motor Works of Canada, Winnipeg, have found it necessary to expand their Canadian business by opening new Eastern warehouses.

Recently A. E. Donovan, the popular manager of the Cushman Motor Works of Canada, Winnipeg, paid a visit to Eastern Canada, during which he established branch warehouses for his company in Toronto, Ont., and London, Ont. This new departure on the part of this aggressive concern will mean a direct means of service to Eastern retail implement dealers, who should find, as have dealers in the West, that the Cushman line is a profit builder for the men who have the agency for Cushman goods.

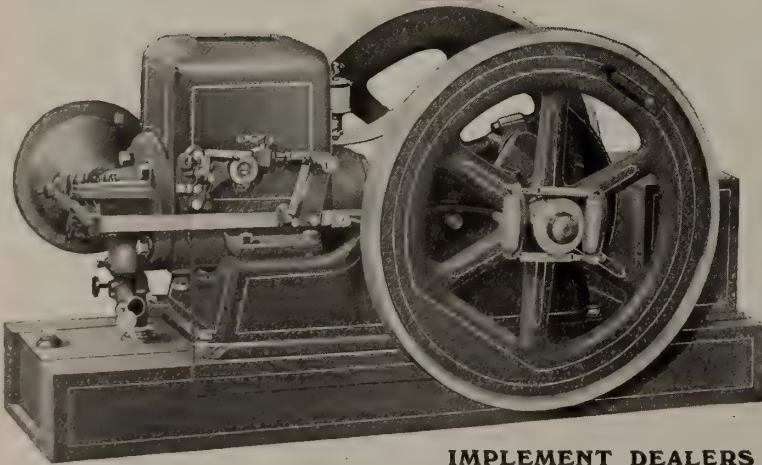
New Rumely Literature

The newly reorganized Advance-Rumely Thresher Co., Laporte, Ind., has just completed the publication of several interesting and instructive catalogs and folders which are devoted to the Gas Pull and Oil Pull tractors and the Advance husker-shredder. The Rumely name has been synonymous with good farm machinery for many years and the new catalogs show lines fully in keeping with the Rumely standard. These new pieces of trade literature are worthy of the attention of implement dealers, and can be obtained by addressing the company in Laporte.

Learn One New Thing Daily

An East Canadian editor has discovered a way to get rid of bed bugs. All you do is to take a bath in a solution of alum before retiring. When Mr. Bug bites you, the alum puckers up his snout. Then he becomes alarmed and sits down in a damp place and tries to dig the puckers loose. This takes him so long that he catches cold and dies of double pneumonia. No application has been made for a patent for this process.

THE JUMBO LINE



IMPLEMENT DEALERS:

JUMBO ENGINES sell and stay sold. Made in 1 3/4, 2 1/2, 4 1/2 and 6 H.P., Battery or Magneto Ignition. On skids or iron sub-base. Reliable, durable, economical. You can sell them in your territory. Write to-day for our prices and proposition. It will mean money to you.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
Western Canadian Jobbers

Tudhope-Anderson Co. Limited

Winnipeg Regina Saskatoon Calgary

The Fanning Mill

A Necessity on Every Farm

In the past implement dealers were often reluctant to stock the fanning mill—usually because it was considered a rather slow seller, and also because these mills occupy considerable storage space. These days have gone—and with their passing comes the most powerful arguments as to why every implement dealer should push the sale of the fanning mill in his territory—in fact he should pay the greatest attention to the sale of all types of grain graders and cleaners.

To consider a few facts showing the necessity of grain cleaning we have only to look at the following: During two days in September, 1913, a total of 2,035 cars of wheat were inspected at Winnipeg. Of these 95 were rejected for weed seeds. The amount of weed seed in a bushel of rejected wheat varies from 3 to 15 pounds. Take 10 lbs. as an average, and you have the appalling fact that one-sixth of the contents of these rejected cars was weed seed—equalling 15,833 bushels of useless trash. Calculate,

if you care, the money lost in feed valve, hauling and shipping the amount.

The Transport Charges

The total dockage set by the Inspection Department, Board of Grain Commissioner's Department of Trade and Commerce, on the wheat, oats, barley and flax received by the Terminal Elevators the year ending August 31, 1913, exceeded 100,000 tons.

The Saskatchewan Grain Market Commission placed the cost of hauling wheat from the farm to the railway station at 5c. per bushel, local and terminal elevator charges $2\frac{1}{2}$ cents and average freight rates from Saskatchewan points to Fort William at 12 cents per bushel, making total charges of $19\frac{1}{2}$ cents per bushel, or \$6.50 per ton.

Taking Saskatchewan points as average location for the prairie provinces, the charges on 100,000 tons of screenings at \$6.50 per ton amounts to \$650,000. These charges must be met by the grain sold, and therefore represent a loss to the growers. The feeding value of the screenings is a further loss.

Conserving Wheat Screenings

During former years about 25,000 tons of wheat screenings were shipped, from the province of Manitoba alone, to the terminal elevators at Fort William and Port Arthur. Purchases are made from the farmers or country shippers who have received warehouse receipts against their dockage of wheat. Screenings, as most dealers are aware, are graded into two classes: No. 1 being known as "scalpings," No. 2 as "rough screenings." The better grade is used as a mixture for chicken feed and the poorer is manufactured into a prepared stock food.

The Board of Grain Commissioners have ordered that "scalpings" must not contain over 25 per cent of commercial grain; if richer than that it must be graded and docked for the dirt contained therein. There is a movement for retaining this product in Canada and utilizing it for feeding purposes. "Rough screenings" are what remain after everything of a higher value has been removed, and consist practically of straw, chaff and other refuse, in addition to the smaller and lighter weed seeds, with a small percentage of finely broken commercial grain.

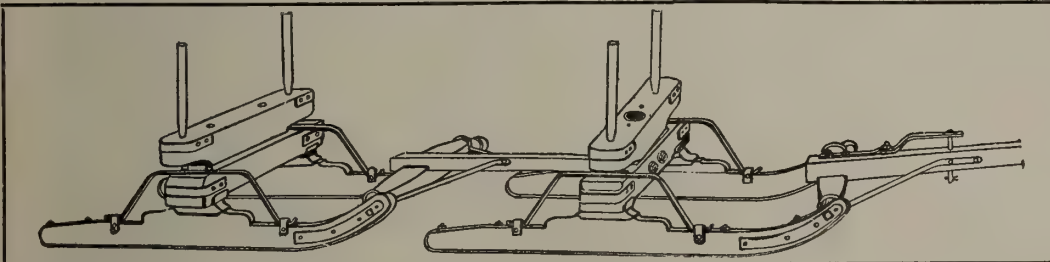
We are all aware that this uncleaned grain, taken direct from

the thresher or granary to the elevator, is docked for cleaning, and that the farmer pays the dockage and turns around and pays the elevator man good money for screenings extracted from his own wheat. While a few farmers may argue that they have no use for screenings, every farmer ought to, and the argument of the necessity for cleaning is in no way affected. Surely the screenings from the farmer's own wheat are worth as much to him as they are to the elevator man. To get a better grade on his wheat means a better price in his pocket, and on that ground alone every farmer who raises grain is a prospect for grain cleaning and grading machinery.

Experience has established the absolute necessity for seed selection. Every farmer should have some grain that is sufficiently high grade for seed purposes, if only it is not contaminated and adulterated by the presence of inferior grains and foreign seeds.

The extraction of these adulterants and the conservation of the best grains are effected by careful separation, the means used being scientifically constructed seed graders and cleaners, commonly known on the farm as fanning mills. Why should the farmer pay the excessively high prices

GET A LARGER FALL BUSINESS



Handle the Empire Sleigh and you can control the sleigh trade in your territory. Built by experts and from the best materials. Thoroughly tested—and our guarantee goes with every sleigh. Runners 2, $2\frac{1}{2}$ and 3 inches; depth, $4\frac{1}{2}$ inches; length, 6 feet. Track 36 and 40 inches. Bolster 38, 40 and 42 inches. Price very reasonable.

The Tudhope-Anderson Agency assures the Implement Dealer of no Slack Season. Here we have two money-making lines.

Empire No. 2 Sleighs

CAST OR STEEL SHOES

"The Sleigh that is Built to Last"

Empire Sleighs have selling points in every feature of their construction. Oscillating Runners of white oak. Heavy Rave Irons. Extra long shoes. Benches and Bolsters of seasoned birch and maple, with heavy steel wearing plates. King Bolt of extra stiff steel. Either long or short poles, strongly braced. Neat in finish and design. Get prices and particulars to-day.

"Winner" Separators and Cleaners

In Three Sizes: 24, 32 and 40 Inches

We guarantee the "Winner" to have double the capacity of any other fanning mill and to do 75 per cent better work on all kinds of grain and seeds. Capacities: No. 1, 30-40 bushels per hour; No. 2, 40-60 bushels; and No. 3, 60-80 bushels. Very easy to operate and gives perfect results. Built throughout of the best materials. Furnished with or without Bagger. Separates, cleans and grades the grain as does no other machine. Have one on your floor and show your customers how to save dockage and cleaning charges. With a "Winner" they can market clean grain and conserve their screenings. Why should they pay the elevator for cleaning when at a very reasonable price they can purchase a "Winner" Separator. A postal card will bring you full particulars and prices of this profit-builder for farmers.

ASK ABOUT OUR AGENCY PROPOSITION

Tudhope-Anderson Co., Ltd.

WINNIPEG REGINA SASKATOON CALGARY



asked for good seed when he can separate his own seed directly upon the farm?

Implement dealers should not be slow to point out to farmers why they should conserve their screenings, and why they find it necessary to pay a fancy price for seed. It is simply a question of putting before them the economic advantages of the farm fanning mill. A prominent manufacturer of these mills instances a profit of \$1,470 made in sixty days by one elevator—purely from cleaning farmer's grain. This was no large central elevator, but just a common country town plant. This money should have been saved by the farmers themselves, and most of it would have been saved if the farmers in that community had realized the advantages of owning fanning mills.

While the hand power mill has many advantages, the gasoline engine has provided a means of se-

curing convenient and ready power, adequate and just what is required for the purpose. With the larger mills, instances are not uncommon where farmers have installed a large mill, belted to a gasoline engine, and have cleaned and graded not only all of their own grain but that of several of their neighbors as well. The earnings from such community use soon have paid for the entire outfit.

The up-to-date mill is wonderfully efficient. The separation it effects of one seed from another, as oats from wheat, for instance, at the same time sorting out all foreign weed seeds and also thoroughly cleaning the grain, is most amazing. Simply it is an illustration of the effective combination of a properly constructed machine and adequate power. Also, there are few farm machines that lend themselves so admirably to demonstration purposes. The dealer who belts a fanning mill to the engine in his sample room can make a most practical appeal to the common sense of his customer.

Points in Construction

Most fanning mills on the market are equipped with perforated zinc or wire screens. The fan supplies the blast, which should always be strong enough. A defect which the fanning mill may have is that the "drop" is too short, that is the distance the grain has to drop from the upper shoe to the lower shoe. In such a case the grain reaches the lower sieve before the blast has had time to blow out the lighter kernels and chaff. Of course the blast may be regulated, but a deep drop is considered the better design by many farmers.

In the majority of mills makers claim that all weed seeds, rubbish and wild oats, except the small wild oats, may be separated. Regarding the wild oat problem there are excellent types of cleaning machines on the market today which, by means of perforated rolls, thoroughly extract this impurity from the grain. Regarding the fanning mill, Seager Wheeler, of Rosthern, grower of the world's prize wheat, said: "If the grain is to be cleaned for market most

mills are suitable, but to clean for seeding purposes few are altogether satisfactory. Some mills are too slow and tedious, others have a large capacity but do most inferior work. The most difficult grain to separate from wheat is barley on account of its similarity in size and weight."

No man knows better than Seager Wheeler the necessity for clean seed, or the sense in selling clean grain.

However one may look at it, it must be conceded that the fanning mill—or, concisely, all grain grading and cleaning machinery, are lines which the dealer cannot afford to overlook. There is no doubt that coupled with it the gasoline engine business of the dealer can be enlarged. Year after year we become more strongly of the opinion that there is a place for the fanning mill on every farm, for there exists a much larger need for these machines than has yet been manifested.

It largely depends upon the local dealer to bring to the attention of his customers, this actual tangible, practical argument for economy in the operation of the farm. By means of a good warehouse display of these machines, and special demonstrations to show their great effectiveness, it is easy to arouse an interest in any community which will react favorably to the dealer from a financial standpoint. Especially where the farmer already owns an engine is the effort to sell fanning mills worth while, but in every grain growing community there is money to be saved by the farmers beside the amount of which the cost of these mills is as nothing.

The Woman and the Washer

"Most women seem to fear anything that is machinery, but just as they can learn to run an automobile, they can learn to run a gasoline engine. A small engine is not hard to operate, and any woman can tend to it with a little understanding of the principles of engines. Having an engine to help on washday, we find it quite an incentive to our young brother to be around and do the odd jobs

which he otherwise would be apt to dodge," writes Jennie Koehler in Farmer's Review.

"Although at first we used the engine for driving the washer only, later we bought a combination washer and wringer to be run by the engine. The power wringer is movable. It slides along a frame and will wring wherever we want it to, that is, from the wash machine, or from the rinsing tubs and bluing tubs. It will wring clothes backward or forward—from the washer into the rinse tub and from the rinse tub into the clothes basket. It is not necessary to lift either the clothing or the tubs—simply slide the wringer. The convenience of the wringer lies in the fact that it is movable and can be used at the same time that the washer is running. The connection is simple, merely to lift a rod shifts power into the wringer. Where a mangle is used, the gasoline engine could also be connected, and save the housewife the tiresome turning.

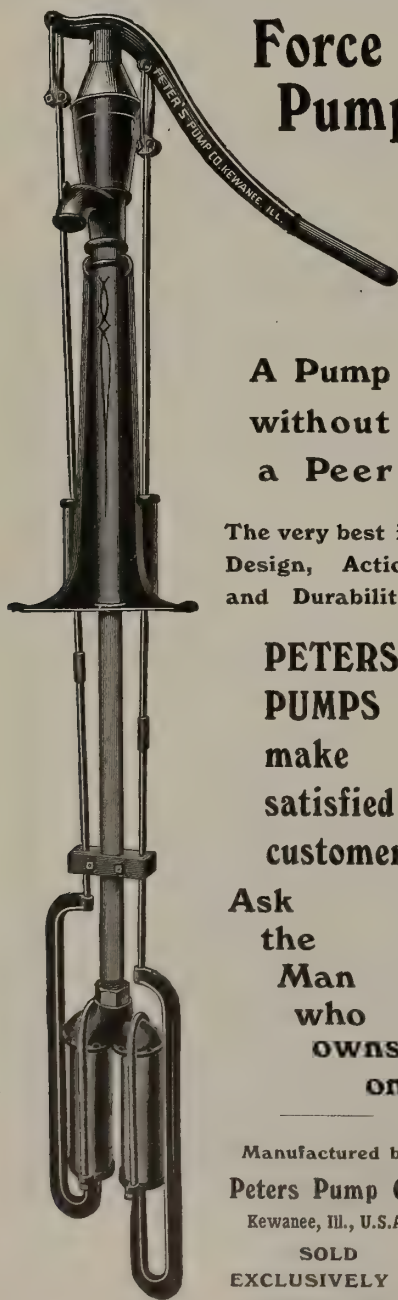
"There is no reason why in this day of invention and labor saving devices that the farm woman should not take the full advantage of them. It is she who has numberless burdensome tasks which might be obviated by some simple mechanism or by the installation of some kind of mechanical power. When power appliances are bought for the farm, why not consider them in respect to woman's work as well as a man's? Of all conveniences those which make washday easier are certainly the most welcome."

Getting Yours?

There are some communities which have had partial crop failures the past two or three years that will have plenty of money this season as soon as crops are sold. It will be a good time to push collections. Some people are so constituted that they always prefer to spend their ready money on luxuries than on paying their bills.

A rut and a grave differ only in their depth.

Peters Double Cylinder Force Pump



A Pump without a Peer

The very best in Design, Action and Durability.

PETERS PUMPS make satisfied customers

Ask the Man who owns one

Manufactured by
Peters Pump Co.
Kewanee, Ill., U.S.A.

SOLD EXCLUSIVELY IN CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg Regina Saskatoon Calgary
Write nearest Branch House for Particulars



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order

Brandon Pump & Windmill Works

Brandon Man.



STOVEL COMPANY LIMITED

Engravers Printers & Lithographers

WINNIPEG.

Phone 61600.

Losses and Claims on Freight

How many dealers are there who carefully figure over their freight bills when they are presented? About 90 per cent of them simply pay the bill as it comes from the railroad company or the drayman who hauls the goods. The average dealer thinks, if he does not express it in words, that the freight is too high, but he does not investigate to see whether the goods have been billed under the proper classification and whether the rate charged is correct.

There is no reason why a railroad company should overcharge one of its customers any more than the grocer or the dry goods merchant. If you are overcharged 25 cents on a bill of goods bought from one of your home merchants you naturally expect him to correct the error when his attention is called to it, and he is always ready and willing to do it.

In the case of the railroad company it frequently happens that there is some question as to the proper classification to apply on a given commodity, and inasmuch as the auditor holds the agent who delivers the goods responsible for the collection of the proper rate, it is natural for him, if there are two rates that might apply, to apply the highest rate to be sure he charges enough.

He goes on the theory that he can easily refund if he has overcharged, but it might be difficult for him to collect an undercharge. At the same time, if you present a claim for an overcharge in an intelligent manner and show by the classification or otherwise why you are entitled to the rate you ask for, you will have no difficulty in having it adjusted. One firm is reported to have saved over \$700 in claims in one year in claims of this kind.

There are at present a number of institutions that make a business of auditing freight bills for merchants, usually on a percentage basis. Of course, it would be better to turn these freight bills over to one of these auditing companies and let it take 50 per cent of overcharges it collects, rather than lose the whole amount of the overcharge; but a little care and watchfulness on the part of the dealer when he receives the goods will enable him to correct these matters himself and not have to rely on any auditing company to do it for him.

Concerning the Claims

Recently, a traffic expert outlined some suggestions relative to the preparation of claims, points which it will pay dealers to

analyse. Should the claim be for loss or damage the following documents should be submitted in support of claim:

Original bill of lading.
Original paid freight bill.
Original invoice or attest copy.

The statement of claimant should show how amount of loss or damage has been determined, with all evidence he can secure to substantiate same.

Bill of cost for repairs, account sales, or such other document as will verify amount claimed.

When claim is for overcharge the bill of lading, freight bill and evidence of the weight of the shipment should be submitted; also a statement showing how the claimant has determined amount of overcharge with definite authority for the rate claimed. The absence of missing documents must be explained, and if original bill of lading or freight bill cannot be supplied claimant should indemnify the carrier against loss in the payment of duplicate claims supported by original documents.

Loss or damage should be reported to agent of delivering line immediately on discovery, giving him every opportunity to inspect and verify same.

Delays, says this authority, are sometimes unavoidable on account of the numerous agencies involved. Every claim must necessarily undergo some investigation. Delays in adjusting claims for damages often come about through the refusal of a consignee to accept property which has been delayed or damaged in transit. Dealers should understand that acceptance of such delayed or damaged property does not in any way jeopardize any proper claim which the owner may have against the carrier.

Building Your Fence Business

By notifying all possible fence buyers in his locality that he can sell fence at the lowest advertised price per rod, the average dealer is bound to offset the low priced direct sold fencing. This can be done either by mail or in the local newspapers, also by keeping a roll of the fence out in sight, with the price thereon.

It might be well to call special attention to the fact that a large number of farmers who answer this low priced advertising do not finally buy that kind of goods, said a wire fence manufacturer. After they have looked the ground over carefully they usually decide to

buy the weight of fence most suitable to their needs. However, the mail order house usually gets the order, because it has awakened the farmer's interest by the low priced quotation; he has the catalog before him and the natural thing for him to do is to pick out the style he needs, and pay the catalog price.

Most dealers will find that the average farmer will come in and look at the fence quoted at such a low price, yet after sizing up the different weights and prices of the goods in stock, decides to buy the heavier line, but the most any good advertising can do is to bring the farmer into the store and it is up to the retailer to close the sale. On this basis there can be no arguments about featuring the low priced fence, as a leader, to bring in the trade, even though the light fencing is not suitable to that locality. There is always more or less of a demand for tem-

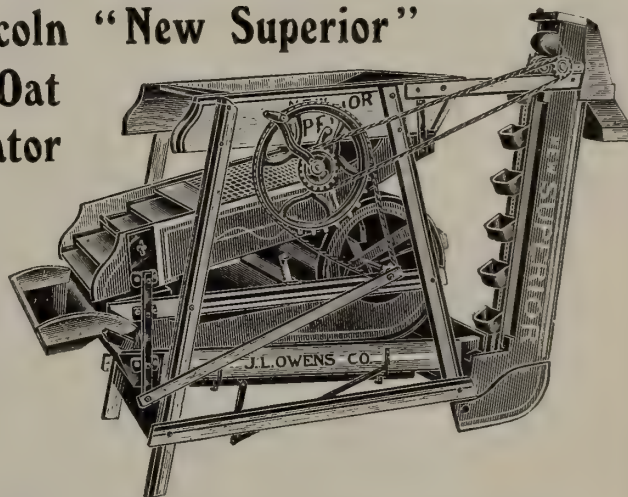
porary fencing in all parts of the country; in fact, some localities use large quantities of this light fencing for permanent enclosures, so it is hard to find any logical objections to putting in at least a small sample stock of this anti-mail order fence.

The average fence manufacturer is always willing to circulate the list of names furnished by his dealers in the interest of those dealers, and advantage of this fact can be taken to keep your prospects posted on this low priced fence in question. Such a plan, consistently pushed, is bound to counteract the effect of direct selling fence concerns in any locality.

Don't think that you are the Main Cogwheel because your desk has your name on it. Some of the younger men have brains—look out!

King of Wild Oat Separators The Lincoln "New Superior" Wild Oat Separator

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.



Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers. Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

SPECIAL NOTICE TO DEALERS

All our wheat and barley gangs will, as heretofore, be made of zinc. Having anticipated the great advance in the price of zinc, we protected our customers by purchasing a stock sufficient for our 1916 requirements.

It is, therefore, not necessary for us to substitute wire, or any other kind of sheet metal, for the zinc used in the construction of our wheat and barley gangs.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 PRINCESS STREET WINNIPEG, MAN.

The Era of Farm Machinery

It is strange that while agriculture is the oldest industry in the world, it is the most ancient in its methods. It is, as time goes, only recently that the horse-drawn single plow has been improved upon; it is but yesterday that the first effort was made to use steam power to do some of the work hitherto done by man or beast; it is only to-day that we have hitched the internal combustion engine to implements and appliances for the industry of agriculture.

Probably the chief cause of the comparative mechanical inefficiency of the farm has been the intermittent nature of agricultural tasks. Plowing, seeding, reaping, threshing and other seasonal operations, each last but a small portion of the year. The daily operations are numerous but brief. As regards farm machinery one of the greatest incentives to invention has been the existence of some continuous monotonous task. For this type of work a machine is invented. Yet for how many hundreds—aye, thousands—of years were cows milked before a milking machine was invented? For how many years was cream skimmed by hand; for how many years was a single furrow driven through the soil where now power plows lay under their acres every day? Year after year the intensive farmer laboriously spread manure by hand—a costly back-breaking process—until at last the manure speeder was developed.

The farmer himself has done comparatively little in this process of developing mechanical aids to farming. His day contained, it is probable, so many varied duties that it never occurred to him to think of how a machine could be developed for some irksome operation. His imagination rarely went beyond the adaptation of any power save that supplied by his teams.

Other reasons may be added to this—lack of capital, his isolation, a want of mutual understanding with the efforts of engineers, etc. So time went on, and as farm machinery producers invented, designed and experimented it was largely left to them to open the eyes of the farmer to the possibilities of making an acre produce more, or the saving of untold hours of weary manual labor.

It was no easy task to reach and influence the farmer, nor is it an easy task to-day. He is isolated in position, works long hours and has little inclination to study. The inhabitants of his home work just as hard. Missionary work

was needed, and in this respect the farm journals wrought great good to the whole industry of farming.

But the farmer travels too much in a rut. He seems too often to consider it his divine right to go on, year after year, laboriously doing by hand what he could do better, more quickly and at less cost by machinery. He has a peculiar way of looking at inventions that are a positive boon to farming. Two farmers stood looking at an illustration on the wall of an implement warehouse. It depicted a modern farmer's wife sitting reading a book while a gas engine drove her washing machine. The idea did not appeal to them at all. One turned to the other with the words:

"What d'you think o' that? None o' that for my wife. It's only making women lazy to have such contraptions."

Is it then to be wondered that it is a hard task to convince some farmers that machinery is not a waste of money but a paying investment? That is what the implement manufacturer and the implement salesman have to do. They have to break down the ossified barriers of years spent in a rut, and have to prove to such men that investment in machinery means increased earning power in the farm factory.

And the thought must recur to all connected with the farm machine and implement business that we are as yet only on the threshold of the development of power on the farm. Away in the years to come stretches a vista of invention and adaptation. We have passed the steam age, and now we use the effect of ignited gas for the production of power. What of electricity? In how many ways can electricity be adapted to the work of the farmer? By rural power systems, by hydro electric schemes, by the development of the storage battery; it is hard indeed to say what could not be done by the electric current. Its application calls for the ingenuity of inventors still unborn.

What then, in the end, has this development of farm machinery meant? It has made farm work less of a drudgery, increased the yield of the soil, made life more livable and brought to the farm home a respite of ease from labor that aged men before their time. Men have done much for humanity in many lines of effort, and not the least of these are the men who have devoted their lives to the application of power to farm work. That the farmer should

regard those who invent, produce and place upon the market farm implements and machinery with anything but gratitude would be indeed another instance of man's inhumanity to his kind. The gift of modern farm machinery to the human race is a phase of civilization that will in years to come be regarded with the importance which it deserves.

An English Motor Plow

An English firm are now making a plow whose working power is obtained from a single-cylinder motor, automatically controlled by means of a sensitive governor, giving a constant engine speed, whether running light or under load. The operator has only to turn on the fuel and oil taps, start the engine, and control the running of the machine by means of one lever actuating the friction clutch. The standard machine is equipped to use gasoline or benzol.

The plow is built on the lines of a horse plow, and is sufficiently powerful to do the work of three or four horses. The depth of work done depends on the nature and condition of the soil. If the land is too strong for two furrows, one can quickly be detached and the machine used as a single furrow plow. The machine can be set to cut two furrows 8½ inches or one furrow 10 inches wide, and the furrow width is, within limits, adjustable. At the end of furrow the frame is raised at both front and rear by means of hand levers and the weight rests on the castor furrow wheel. The plows are then clear of the ground, and can be swung round by hand.

U. S. Department of Agriculture Busy

The United States Department of Agriculture has mapped out a large program of work for next year. More and better farming is, of course, the main theme of the investigations to be made, which will cover farm management, farm practice and the kind and amount of equipment required for operating various classes of farms, with a view to finding the character, cost and adequacy of equipment and machinery on farms of different types of size in different sections of the country. The light tractor will also get its share of attention, while poultry equipment and spraying outfits will also be thoroughly investigated.

A new type of investigation is one to determine to what extent the commercial value of grain is affected by present methods of

harvesting and handling the grain. The Department has already demonstrated that grain when properly stacked yields a higher quality than when threshed from stooks, and that corn stored in large cribs does not dry out so readily.

An effort will be made to bring within reach of farmers water proof and mildew proof fabrics for use as stack covers, wagon covers and other farm purposes. Thresher explosions and fires will also be gone into, and federal experts will study the physical and chemical properties of the grain and cereal dusts which occur in threshing and to which the above results are due. Fertilizer investigations, roads and road machinery, domestic water systems and gasoline engines are a few more of the subjects which will be analysed by the U.S. Department of Agriculture during the ensuing year.

If you want a better job, dig into what you are doing.

Returning Farm Laborers

For the information of returning farm laborers, the Grand Trunk Pacific Railway give hereunder particulars of train service, which is Grand Trunk Pacific to Winnipeg and Transcontinental, and Canadian Route, Winnipeg to Toronto, via Cochrane, Cobalt, North Bay, etc.

These trains leave Winnipeg every Tuesday, Thursday and Sunday at 5.15 p.m., and arrive in Toronto the second day at 12.05 p.m., allowing a few hours in Toronto for connection for all points radiating out of Toronto. Connections are also made at Scotia Junction for passengers destined to Ottawa, Montreal, Quebec and the Maritime Provinces.

If the Farm Laborers require any information in connection with routes, rates, etc., the Grand Trunk Pacific Agent will be glad to assist them in every way possible.

Winnipeg, Saskatoon, Edmonton and Calgary Service via Grand Trunk Pacific Railway

The Grand Trunk Pacific Railway are very pleased to announce to the travelling public that they have, commencing with October 3rd, 1915, inaugurated a passenger service between Winnipeg, Saskatoon, Edmonton and Calgary.

This train will run daily, and a through electric lighted standard sleeper will be operated between Winnipeg, Edmonton and Calgary, and will also have first class electric lighted cars between Calgary, Camrose, Trochu, Alix and all points in the Prairie Provinces.

Westbound trains will leave Winnipeg 6.00 p.m., Saskatoon 9.50 a.m., arriving Calgary at 8.00 a.m. the second morning, in other words passengers going from Winnipeg to Calgary will be on the road but one business day only.

This train Eastbound will leave Calgary at 10.00 p.m., and Saskatoon 8.30 p.m.

The Grand Trunk Pacific Railway also wishes to announce that effective as above a daily service will be inaugurated between Edmonton and Calgary, leaving the latter point at 10.00 p.m., and arriving at 8.00 a.m. Consist of train to be of electric lighted sleeper with electric lights in both lower and upper berths, and electric lighted coaches.

"Lister" Engines and Grinders

Here is a line that will get the business in competition with anything in your territory.

Lister Gasoline Engines

An engine that stands in a class by itself—and we can prove it. Made in five sizes: 2, 3, 5, 7 and 9 H.P. No batteries. Has high tension magneto ignition. Automatic lubrication. Ideal for farm work. Economical and reliable. Every engine shipped ready to run. Sell them and you sell engine satisfaction. Ask us why the Lister Engine leads.



Get
our
Prices
on
them

Lister Grinders

are guaranteed to grind more, with the same power, than any grinder of the same size made. Strong reversible plates. Heavy main shaft with end thrust bearing. Large worm forces feed between plates. Equipped with attachment for driving bagger. Spare plates supplied with each grinder. With or without legs. Get our prices and agency proposition. It will pay you.



R. A. LISTER & CO., LTD.

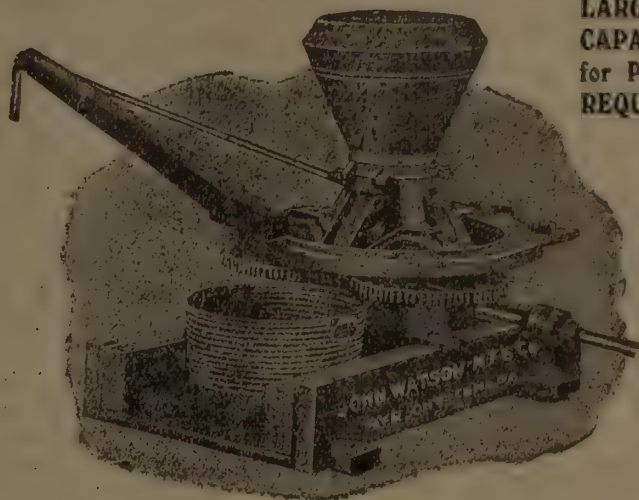
WINNIPEG, MANITOBA

TORONTO, ONT.

ST. JOHN, N.B.

COMBINED GRINDER and HORSE POWER

LARGE
CAPACITY
for POWER
REQUIRED



The IDEAL Mill is specially suitable for the man who has no engine. It is supplied with or without the Horse Power attachment; two sets of Burrs are furnished free with each mill, either coarse, fine or medium. Gives best results with corn, oats, wheat screenings and grass seed. The power attachment will operate any type of small machine. Write NOW for Catalogue and full particulars.

OUR LINE INCLUDES

Sweep Grinders Horse Powers Grain Grinders 1½ H.P. Engines
Feed Cutters (seven styles) Wood and Pole Saws Farm and Bush Sleighs
Light Delivery Sleighs Roller Crushers Helder Eveners (all sizes)
Pump Jacks Root Pulpers Whiffletrees Barrel Skids Wheel Barrows
Channel Steel Harrows Bevel Jacks Push Carts Warehouse Trucks
Pulverizers Boss Wood Harrows Boss Steel Harrows Harrow Carts
Janesville Gang, Sulky and Walking Plows, Disc Harrows, etc.

Sales Agents in
Manitoba for
Standard Cream
Separators and
Standard Gaso-
line Engines.

John Watson Mfg. Co.
LIMITED

311 Chambers Street, Winnipeg

An Excellent Combination—

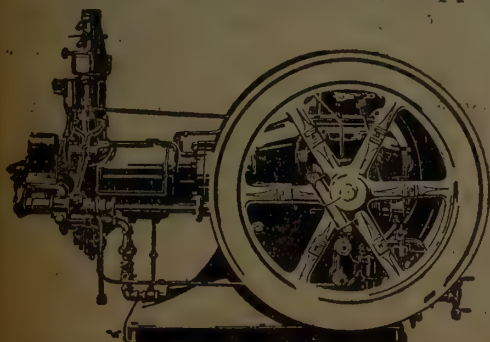
Sell Vessot Feed Grinders Run by Mogul or Titan Engines



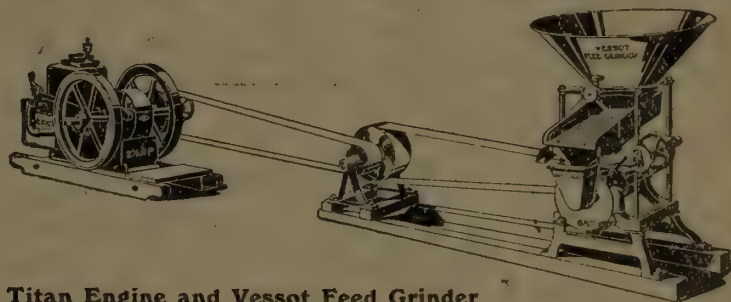
WHAT better recommendation than this could a feed grinder have. It grinds flax, corn, crushed ear corn, oats, wheat, rye, peas, buckwheat, screenings of any kind of mixed grain or any other feed stuff, fine or coarse as desired, and removes foreign substances. This is the claim for the Vessot Feed Grinder made at Joliette, Quebec.

It grinds all feed stuff—because of its excellent grinding plates. So well known are the original Vessot plates, and so highly thought of by all who know them, that numerous imitations are appearing on the market. To

insure the buyers getting genuine plates we have arranged to have the trade mark "S.V." placed on every genuine Vessot plate so plainly that no one can go wrong. Look for the "S.V."



Mogul Tank Cooled Stationary Engine



Titan Engine and Vessot Feed Grinder

As fine or coarse as desired—and we mean what we say. Vessot grinding plates have such a nicety of adjustment and do their work so uniformly well that a clean, satisfactory job is assured. The two-sieve spout removes all foreign matter, from nails and stones to dust and sand.

A grinder for which so much may be said, which holds so good a record, which has for years given so much satisfaction as has the Vessot, is an easy grinder to sell.

Supply the best, steadiest and most reliable power with the Vessot—such power as is furnished by an International Harvester oil engine—Mogul or Titan. Sell your customer a Vessot feed grinder and an International Harvester engine.

Write to the nearest branch house for full information regarding this profitable outfit:

INTERNATIONAL HARVESTER COMPANY OF CANADA LTD.

BRANCH HOUSES

Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.

Models
for
1916



A Choice
of Seven
Types

Cars that Command Consideration

HUPMOBILE prestige—its enviable reputation as a leader among cars of its class—forces its consideration upon you. In the 1916 Hupmobiles you have the biggest value at the lowest price ever offered.

They have every essential of motor satisfaction. Big in Roominess, Comfort, Performance, Power, Quality and Economy; five demountable rims, one-man top, special rain vision windshield, speedometer, foot and robe fails, dimmer head lights, electric horn, 34x4 tires—nonskid on rear; jack, pump and full set of tools. Ask us what Hupmobile ownership will give you.

5-passenger
Touring Car
\$1385
I.o.b. Windsor



ASK FOR CATALOG

Joseph Maw & Co., Limited

Distributors for the Hupmobile

112-118 King St. Winnipeg

Twin City Wild Oats

Separators and Grain Graders



Just What YOUR
Customers Require

These machines are made to separate Wild Oats from Barley and Tame Oats and they DO IT. Not a fanning mill but a specially designed machine that does what no other separator can do. Every practical farmer wants to own one. A sure and satisfactory seller.

Two Sizes:
Capacities—20 and 40
bushels

GRADES and CLEANS QUICKLY and PERFECTLY

Note the Construction: Illustration shows our new Six-Roll 40-Bushel Machine. The hopper feeds the four revolving upper rolls, made of corrugated, galvanized wire. In the rolls the grain tumbles on end—it cannot slide sideways as on a flat sieve. Kernels stand erect so that the thin wild oat berries pass through the rolls, retaining the large, plump grain. Lower rolls, also revolving, complete the separation. For grading tame oats alone these machines are invaluable. They save the best kernels for seed—discarding the rest. Same applies to cleaning wheat. Mustard and wild oats extracted perfectly. You cannot sell a better line. Ask us for full details. It is a money-maker for dealers.

Write To-day for Prices and Particulars of our Grain Cleaning Machinery

Twin City Separator Co., Ltd.

Off Logan Ave. on Quelch Street

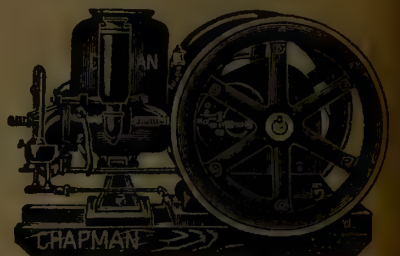
Winnipeg, Man.

Canadian Airmotors



The Line for Live Dealers

Best Known—and Known to be Best
Sales Await You—GET BUSY



How is your engine trade? Are you getting your share? Is the line you handle a business builder? Does it make your customers your friends? If not, you are trying to sell the wrong line. The surest, easiest and quickest method of building up a paying engine business is to push one that is reliable—that has the confidence of the farmer.

Every one of our engines you sell and install is a constant advertisement of your business. It will sell others.

CHAPMAN GASOLINE ENGINES

2 H.P.

5 H.P.

7 H.P.

10 H.P.

EASY TO START

EASY TO FIX

NO EXPERTS NECESSARY



These Engines are the Cheapest and Most Reliable Sources of Power for

Corn Cutting Silo Filling Sawing Pumping Grinding Running a Churn Cream Separating
Threshing and Corn Shelling Running a Lighting Plant Operating a Milking Machine
Running a Machine Shop, Concrete Mixer, Drill, Etc.

We Can Place a Few More Agents

Write us for complete information about our agency contracts and the money making opportunity our lines offer to dealers. JUST SIGN THE COUPON AND MAIL IT TO US FOR FULL PARTICULARS.

ONTARIO WIND ENGINE & PUMP CO., LIMITED

Toronto

Montreal

Winnipeg

Calgary

Regina

INFORMATION COUPON

Please send me full information about your agency offer

NAME.....

POST OFFICE.....

C.F.I. PROVINCE.....

CANADIAN FARM IMPLEMENTS

Vol. XI., No. 11.

WINNIPEG, CANADA, NOVEMBER, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
Per Copy, 10 cents.

UNION BANK OF CANADA

Established 1865

HEAD OFFICE WINNIPEG

Paid-up Capital \$ 5,000,000

Reserve Fund 3,400,000

Total Assets, over 80,000,000

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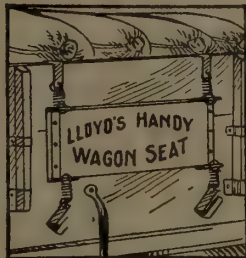


Head Office, Winnipeg

This bank, having over 320 branches in Canada, extending from Halifax to Prince Rupert offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch: D. M. NEEVE, Mgr.; Portage and Garry Branch: F. J. BOULTON, Mgr.

THE LONGEST RIDE LOOKS EASY, IF THE WAGON HAS A SEAT LIKE THIS



The Wagon Loaded

LLOYDS LOW-DOWN SPIRAL SPRING WAGON SEAT

Fits any Wagon or
Sleigh Box Made



Going Home

When your customers come to town, show them the Lloyds Wagon Seat. They won't go home without one in their wagon or sleigh box. It gives comfort, protection from the wind and complete control of the team. Order your wagons without seats, and sell the Lloyds. The price is right.

WAWANESA WAGON SEAT COMPANY
WAWANESA, MANITOBA.

Feed Cutters and Pole Saws

Are Seasonable Sellers For You



Our Line leads in Quality and Variety.
Send for our latest Catalogue.
It will pay you.

Hardwood Frame Pole Saws

made with three 5x6 inch pulleys, solid steel shafts and babbitted boxes. Rigidly braced hardwood frame; extra heavy flywheel. Total weight 325 lbs. Complete mandrels sent separately if required. These saws are sure sellers. Get prices of our quality saw blades.

Watson's Feed Cutters

are made for hand, horse, gas or steam power. Supplied in seven styles and sizes, they cut hay, corn or straw perfectly. Capacity from 1/2 to 3 tons per hour. Chain drive; cuts from 1/2 in. to 1 1/2 ins. Knives are of special English tool steel. Every farmer wants one.



We Carry a full Stock of Re-
pairs for Moline Plows, Disc
Harrows, Mandt Wagons,
Manure Spreaders, etc.

John Watson Mfg. Co.
LIMITED

COR. CHAMBERS STREET AND HENRY AVENUE, WINNIPEG

Get the Bulk of the Engine Business

with the Gilson "GOES LIKE
SIXTY" line of engines. The live
line that beats all competition.



Send for our money-making proposition
All sizes. From \$47.50 up.

GILSON MANUFACTURING CO., LTD.

P.O. Box 671 Winnipeg, Man.

BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:

346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

**C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.**

FOR BRISK WINTER BUSINESS

Push ADAMS Sleighs and BRANTFORD Cutters

"Winter business dead?"

Not for Cockshutt Agents.

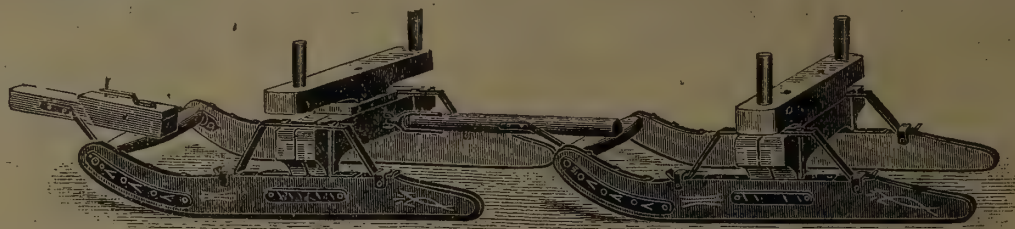
With **Adams Sleighs** and **Brantford Cutters**, they're selling right from the first sign of cold weather.

They're selling sleighs for ordinary farm work, for heavier teaming and for heaviest logging work.

And cutters that get both town and country trade.

Sleighs and cutters built by Canadians and for Canadian conditions.

There is nothing better than them to be had anywhere—Farmers know it too and go where they can be had.



Farm, Teaming and Logging Sleighs

For many years the name "Adams" has stood for the standard of excellence in the sleigh trade of the country. This year we are devoting more time and care than ever to keep them head and shoulders above all other makes.

The woods that go into them are carefully selected by our lumber expert; all are thoroughly dried and seasoned and then manufactured by the most modern machinery and equipment obtainable for the production of high-grade goods.



Sell Brantford Cutters

Because you have access to an assortment of styles that will enable you to fill any order.

Because they're built only of the very best and selected materials.

And finished in a manner to do justice to their superior quality and strength.

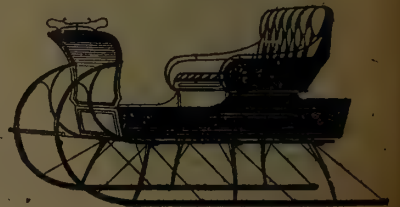
Because they're built for Canadian roads by men who know the peculiarities of Canadian conditions.

Because the name "Brantford" stands for Cutter Quality and is backed up by the "Cockshutt" guarantee of satisfaction.

Because they are popular.



Now is the time to get busy. If we are not represented in **YOUR** district—write us to-day for our special dealer's proposition. It obligates you to nothing—it may mean **MORE MONEY** from your business.



Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. XI., No. 11

WINNIPEG, CANADA, NOVEMBER, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

Convention of National Federation of Dealers Radical Reforms Suggested for Retail Implement Business

The sixteenth annual convention of the National Federation of Implement and Vehicle Dealers' Associations was held at the Hotel Sherman, Chicago, on October 13, 14 and 15. Twelve constituent associations were represented by delegates. P. T. Rathbun, Springfield, Ohio, was elected president of the Federation for the coming year, and C. M. Johnson, Rush City, Minn., vice-president.

An outstanding feature of the convention was the address of J. A. Craig, Janesville, Wis., delivered during the conference with representatives of the sales department of the National Implement and Vehicle Association.

Not only did Mr. Craig advocate radical reforms in the business policies of implement dealers and manufacturers, but he predicted that the reforms would soon take place. He stated that no benefit followed the discussion of minor points in business practice, and asked all to exert their best efforts to co-operate along constructive lines so as to place the business upon a modern merchandizing basis before it is too late.

Keen discussions were held on such important topics as: Dealers' discounts on small tractors; sales of automobiles by implement dealers; buying syndicates and syndicate catalogs; the importance of buying early for next year's trade; progress in reducing production cost through standardization; definite protected territory for dealers, etc.

In his presidential address, F. R. Sebenthal outlined the great changes which have taken place in the retail business, pointing out the great necessity for dealers to organize so as to improve their individual conditions. No man, he stated, can make a real success of the retail implement business unless he enters the organization that will give him the education

necessary to be more efficient and successful a business man. While co-operation with manufacturers is a great feature, it must never be forgotten that there is a line of demarcation between what the manufacturer is striving for and what the dealer is striving for. The dealer must retain his individuality as a retailer, and work for the betterment of the trade as a whole. The war in Europe is

plement vehicle mixture; saving for shippers the privilege of stopping cars in transit to finish loading and partially to unload; and securing for the retail trade untold benefits by the organization of a large number of local dealers' organizations.

Great efforts, culminating in success, have been made by the Federation to eliminate from farm journals the editorials and

five per cent report that a large percentage of sales has been on a cash basis, and on the whole the organized efforts towards better business are showing good results.

As regards tractor business, also engine plow business, it is evident that the manufacturers of these goods are going to find a market for their output, and if dealers ignore these lines they can only expect that these goods will be placed with dealers in other lines, or sold direct. It is, says the secretary, the duty of the Federation to consider the matter well, and do what is possible to save the tractor and engine plow business for the dealer.

The Vehicle Trade

Dealers must be encouraged to keep up their efforts to secure their share of the vehicle business. Too much of this is being diverted to the mail-order houses due to the fact that dealers have shown too much apathy, and have allowed the growth of the automobile business to discourage them. They fail to note that mail-order concerns have never ceased to push carriage business. In many districts where vehicle lines have been pushed the business has proved exceptionally profitable to dealers.

Dealers have complained of the over-anxiety of some manufacturers for representation where the field is already covered, and of their methods to secure this representation, in effect—the old story of crowding territory! The cause of this trouble is that some manufacturers think their line should be represented at every cross-roads, and in order to secure this they are, too often, willing to pursue unbusinesslike methods.

Regarding the effect of the Clayton law on implement contracts, C. A. Lukens, editor of "Farm Implement News," gave a very clear and comprehensive ex-

For Better Business

"WE must put the business on something nearer a cash basis. If we do not do this, and do it soon, we will lose it to those who are doing business that way. We must eliminate carrying clauses, commission contracts, long time and the many other evils peculiar to the trade. The implement business ought to be the best business in the world. What we will to make it it will be made."

—J. A. Craig, to Dealers' Federation.

blamed for business conditions in the trade, but there are other factors which are more to blame—not the least of these being the dealer who refuses to come in contact with his fellows through organized associations for trade betterment.

Secretarial Report

H. J. Hodge, Abilene, Kansas, secretary-treasurer of the Dealers' National Federation, in his report asserted that the benefits which have accrued to dealers during the past year, from the work of the Federation, were beyond compensation. Among these benefits were: the prevention of the withdrawal of the vehicle warranty and the securing of the adoption of a uniform warranty; convincing the government authorities of the seriousness of the fiber supply situation in Mexico; influencing the movement which would have endangered the im-

plement vehicle mixture; saving for shippers the privilege of stopping cars in transit to finish loading and partially to unload; and securing for the retail trade untold benefits by the organization of a large number of local dealers' organizations.

As regards standardization, dealers should endeavor to standardize their purchases, although manufacturers are in the best position to start this reform. Keeping on making an unnecessary variety means an insistence by the manufacturers that their sales organizations dispose of the goods.

Sixty per cent of organized dealers report that, owing to a change of buying and selling methods, conditions are very much improved. Over seventy-

planation of the law as affecting the manufacturer and dealer. This act forbids price discrimination, but makes exceptions, said discriminations not being unlawful unless the effect be to lessen competition or tend to create a monopoly.

The Dealer and Automobiles

A discussion was held on the question as to whether handling automobiles paid the implement dealer. About one-fourth of the dealers present stated that they sold automobiles, but, generally speaking, they felt that they were not obtaining sufficient profits from this class of business. It was conceded by the majority that the automobile business, if handled by the implement dealer, should be separated from the regular lines, and placed in charge of an employe who specialized on this item only. A few dealers were of the opinion that in any territory—if properly worked—there was sufficient horse-drawn vehicle trade to keep any dealer busy.

Conference With Sales Managers

In conference with representatives of the sales managers' department of the National Implement and Vehicle Association, H. M. Craig addressed the convention on behalf of the manufacturing interests. He assured the convention of the appreciation of the N.I.V.A. in regard to the efforts of the organized dealers, and believed that much progress had been made in reducing expenses and improving efficiency in the distribution of the farm machinery and allied lines. The speaker dealt at some length with: Property Statements; Standardization; Distribution of Advertising Matter; Sales Days; Returned Goods and Service.

In regard to advertising matter he stated that dealers should avoid general distribution of advertising literature, endeavoring to ascertain the needs of the prospect so as to use more directly letters and literature which would apply to the individual needs of the purchaser. Every cent spent by the manufacturer on advertising is figured in the cost of the goods, consequently dealers should aim at economical distribution of literature, and should show consideration in their requisitions for advertising matter.

Concerning returned goods, the legitimate manufacturers desire to protect both farmer and dealer as regards manifest defects. A portion of the trade are unreasonable in making claims. The dealer is the link between factory and customer, and if the claims of the latter are just should allow

them and expect the manufacturer to protect him. He should, however, be just as conscientious in protecting the manufacturer. Any undue concession to the farmer causes loss to both retailer and manufacturer, and also loses to the dealer his personal profit on such parts as he has given the customer free of charge.

It would be well for dealers' organizations to consider the question of securing cash or note settlement for goods as sold. To help profits in the retail business, more frequent turn-over of capital is essential. This cannot be realized if the dealers' capital is tied up in unrealizable book debts. The dealer should secure either cash or bankable notes upon delivery of the goods.

Service is an essential on the part of both manufacturer and retailer. The dealer should be well posted as to the requirements of his customers, so that he can sell just what he requires, but beyond this he should see that the machines go out properly adjusted and in condition to give best results.

Reforms Required in the Trade

In an excellent speech on reforms required by the trade, J. A. Craig stated that farming experience had brought him to the conclusion that implement manufacturers do not know the farmer and that comparatively few dealers know him. To change this the retail implement business must adopt such policies and terms as prevail in other lines. Long credits are not necessary. It has become a custom more or less, so that farmers will pay cash for silos yet buy machines on credit that cost less than silos. Autos are bought for cash, while plows are bought on twelve months' terms!

Excessive service is not required, and is an expense to both manufacturer and dealer. Farmers buy, and instal without the aid of an expert, complete outfits of barn equipment, yet they expect the dealer to help them start a common plow. Again, it is a case of custom—an expensive habit!

The implement business must be put on something nearer a cash basis. We must eliminate carrying clauses, commission contracts, long time and other evils peculiar to the trade. The implement business ought to be the best business in the world; what we will to make it it will be made! Eliminate the evils peculiar to the trade and all the minor complaints will at once disappear. Constructive work is essential; co-operation will be for the benefit

of all. Mr. Craig's address was received with great enthusiasm by all present.

Farm Tractors

The committee on resolutions reported that the farm tractor business, while still in its infancy, was assuming great proportions, but that there was a tendency among many manufacturers to establish a retail price which is inconsistent with any method of cost application now in use.

While belonging to the implement trade this business must be done on a margin of profit equitable alike to both dealer and customer, and in just proportion to the risk taken and service rendered by the dealer.

The Trade Press

In closing the convention attention was drawn by the resolution committee to the increasing obligation dealers were under to the trade press. Their report stated as follows:

"The moral influence of the trade paper is becoming more and more marked. We sincerely commend them for the splendid efforts they are putting forth to aid in the general uplift, and we cannot urge too strongly upon our membership their undivided support of these great educators, not only in the matter of subscriptions, but by a careful study of their contents."

Carriage Builders' Convention

In the last week of September the Carriage Builders' National Association held its annual convention in Cleveland, Ohio. Especially interesting is the report of the statistical committee who propounded a series of questions to 358 carriage manufacturing concerns. These companies were asked to what they attributed the shrinkage in product, and what was their opinion of the future of the carriage trade. Responses were received from 241, an analysis of which is interesting.

As regards the shrinkage in business, a great many concerns blamed bad crops, the low price of cotton, the automobile craze, and, in large measure, to the lack of interest in the carriage business shown by legitimate distribution agencies. One concern said:

"One thing which has affected the general buggy business this year has been the attitude of the big implement houses. These concerns have been so engrossed with new things in the implement game and with problems which have sprung up this year, that they have devoted nearly all their time and energies to their direct line of implements, but those matters have apparently been settled

and the implement men are in position to take up the buggy end of their business as in the past. This is bound to have a big effect, which the country dealer is going to feel, when the implement salesman calls on him with a real purpose of selling him horse-drawn vehicles. Every carload of vehicles sold, will mean a revival of business in the particular section.

"The answer is for everybody to get on the job. The harder the task, the more effort to use. Buggy men have been inclined to be indolent. The easy disposition of years gone by is still in evidence to some extent and if things don't go right and business is bad, we are inclined to lay down instead of buckling on our armor and making business."

Another firm replied as follows: "The future of the buggy and surrey trade is safe for at least ten or fifteen years, depending on causes affecting the practical and economical use of automobiles and light farm tractors. Some automobile owners have given them up because too expensive to maintain and operate; others declare that they will wear out their automobiles and not get another for the same reason. Many persons purchasing automobiles have "banked" too strongly on the future, which will adversely affect general business conditions. Abnormal crops at excessive selling prices will help the automobile and tractor business and hurt the buggy business. However, the horse has been periodically put out of business for the past four hundred years, but is still "on the job."

Mail to Soldiers

The Post Office Department of Ottawa has requested us to publish the following notice regarding the addressing of mail to soldiers:

ADDRESSING OF MAIL

In order to facilitate the handling of mail at the front and to insure prompt delivery, it is requested that all mail be addressed as follows:

- (a) Regimental number
- (b) Rank
- (c) Name
- (d) Squadron, Battery or Company
- (e) Battalion, Regiment (or other unit), Staff appointment or Department
- (f) Canadian Contingent
- (g) British Expeditionary Force
- (h) Army Post Office, London, England

Unnecessary mention of higher formations, such as brigades, divisions, is strictly forbidden, and causes delay.

Reduced Rates on Threshing Outfits

In response to a request by the Saskatchewan government, the C.P.R. and C.N.R. have granted reduced rates on second-hand threshing machines to districts in Saskatchewan where outfits are too few to meet the demand. The machines are charged full tariff on going but are returned free of charge on shipper showing original inward freight bill. This tariff was effective October 4th, and holds good until March 1st, 1916.

Legislation Makes Cash Sales Necessary

Commenting on the Farm Implement Act in Saskatchewan, a legal expert, writing in "Industrial Canada," points out that implement manufacturers and dealers have repeatedly felt constrained to secure themselves for past due paper by obtaining such mortgages from debtor farmers, not with the idea of seizing but simply for their own protection. The amount of paper held by all implement manufacturers, comments this authority, is clear evidence of the leniency of their policy, and of the fact that

seizure is only made in cases of absolute necessity, or where there exists obvious intention to defraud.

The effect of Section 7 of this Act is practically to wipe out all chattel mortgage security in the Province of Saskatchewan. Even the banks, which were empowered to take chattel mortgages to secure past due debts, are affected by this enactment, which must result in shaking the confidence of the business public and forcing a policy of selling in the Province only on a strictly cash basis. Inasmuch as the Act is retroactive, it really destroys vested interests and amounts to confiscation.

Having in mind the extent to which the West has been developed by the credit of Eastern manufacturers, it would seem to be very unwise, to say the least, for any Western Legislature to force the manufacturers of implements into a position where they could not safely do business on any other basis than one of strict cash. When in addition, however, the Legislature goes further and really wipes out the security which the implement manufacturers have accumulated over a period of years, at great expense to themselves, it is surely time

that an effort be made to have the legislation disallowed at Ottawa. If such legislation is allowed to stand, it is reasonable to suppose that Manitoba and Alberta will sooner or later follow suit, and that the form of confiscation above referred to will be followed by forms still more drastic.

An Engine Case

On October 8th an important judgment was handed down in the Supreme Court of Saskatchewan by Judge Elwood. A. C. Murdock, a farmer, defended suit by Haug Bros. & Nellermeoe, the well known thresher concern. The evidence showed that defendant purchased a 30 h.p. steam engine from plaintiff, which he claimed did not work satisfactorily. One of the grounds of the defence was that the engine did not conform to the requirements of the Steam Boilers Act of Saskatchewan in some respects, the sale consequently being null and void.

Judge Elwood upheld plaintiff, saying that the effect of the regulations was not to render sale null and void, but merely to penalize the engine by allowing a reduced steam pressure, and also that as defendant had continued to use

the engine after discovering it was not true to type, he was, therefore, precluded from returning said engine. This case attracted considerable attention in implement circles.

Exposition of Soil Products

An exhibition of soil products will be held at Bassano, Alberta, on November 23, 24 and 25, in conjunction with the Western Canada Irrigation Convention. The exhibits will be of grains, grasses, root crops, garden produce and dairy produce, and handsome money prizes will be awarded. All exhibits must be grown or produced in Western Canada by the exhibitor, and during the 1915 season. At the Irrigation Convention prominent agriculturists and irrigation specialists from all over the continent will deliver addresses. The subjects will cover every conceivable phase of modern farming.

Canadian Grain

On October 15th, the terminal, interior and public elevators of Canada had in store the following quantities of grains: Wheat, 12,921,878 bus.; oats, 1,306,987 bus.; barley, 487,546 bus.; flax, 15,457,784 bus.

San Francisco, Cal.

Chicago, Ill.

The Sharples Separator Company

WEST CHESTER, PA.

ANNOUNCES

two important additions to their famous
line of modern dairy machines

THE NEW SHARPLES

SUCTION-FEED TUBULAR CREAM SEPARATOR

A new-principle cream separator which disposes of every heretofore unsolved problem both in separator construction and in the business of skimming cream. This latest Sharples invention brings to the dairying industry a cream separator which will skim perfectly clean, regardless of handle speed, whether this be high or low; which will deliver cream of absolutely uniform thickness, whether the machine be operated at 30 turns per minute or twice that number. When turned faster than normal speed, the capacity of the New Sharples increases, so that a machine which skims 400 pounds per hour at 45 turns will skim 500 pounds per hour by simply increasing the crank speed.

Preparations have been made during the past year for the introduction of these two wonderful machines and the famous Sharples Milker in its recently improved form. Campaigns are in course of preparation, sales plans are now ready. Dealers desiring special information may obtain same by addressing home office.

Read the detailed description of the New Sharples Suction-Feed Tubular Separator
in a forthcoming issue of this Publication

THE NEW SHARPLES

DOUBLE-IGNITION GASOLINE ENGINE

The New Sharples Double-Ignition Gasoline Engine possesses the distinction of being the only farm engine made in which two separate and distinct sparking sets are used. Heretofore, the system was used only in high priced foreign and American motor cars. The New Sharples is, considering its expensive refinements and special Sharples features, not only the newest but the most practical farm engine ever offered to the trade.

Portland, Ore.

Toronto, Canada

The Alcohol Test for Milk

The alcohol milk test, used to some extent in Europe and believed by some investigators to be a quick means of testing the condition and keeping quality of milk, is not a satisfactory substitute for bacterial examination, according to bacteriologists of the United States Department of Agriculture. The alcohol test is based on the fact that when equal parts of 68 per cent alcohol and milk are mixed and the mixture shaken gently in a test tube a flaky white precipitate will form under certain conditions. The occurrence of this precipitate is held, by those who believe in the test, to indicate that changes have been produced in mixed market milk as a result of bacterial fermentation. The department's investigators who have reported on the results of this test in Bulletin 202, "The Alcohol Test in Relation to Milk," however, find that alcohol will produce this precipitate when the mixed market milk contains a certain amount of lactic acid or rennet produced by varieties of bacteria which form these substances. As a consequence, milk may be high in bacteria of other

varieties without showing the precipitate when alcohol is added. Moreover, it has been discovered that even with lactic acid or rennet-forming organisms present in the milk the precipitate does not show until these organisms have produced a considerable amount of the special substances which seem to cause the reaction with alcohol.

In the case of mixed market milk, which frequently contains many varieties of bacteria other than the lactic acid or rennet-forming kinds, the alcohol test may be negative when the bacterial examination shows a high count.

On the other hand, in the case of milk from a single cow, the investigation apparently establishes the fact that a positive reaction in a 68 per cent alcohol test indicates that the milk is abnormal. Even here, however, the value of the alcohol test with milk from a single cow or a small herd lies principally in the fact that it will show when the milk is abnormal and will give warning that a careful examination of the herd should be made. It also

might indicate the need for improvement in the method of handling and chilling the milk, with the object of checking the growth of milk-souring organisms.

Wild Oats and Rejected Grain

The Grain Commissioners for Manitoba met recently to consider the question of grain grading and rejections. Up to the present No. 1 Northern wheat, which contains 2 per cent of wild oats, is graded No. 2, while No. 2 Northern which contains 2½ per cent of wild oats is rejected. The difference in percentage that means rejection is urged to be unfair as No. 1 wheat can be graded with 1½ per cent wild oats. Complaint was made that farmers were having more grain rejections this year than previously, thus losing the premium of from 9 to 11 cents which was given on No. 1 Northern. The chief inspector asserted that inspections were on the same line as previous years.

The Common Drag Harrow

In an interesting address to the International Dry-Farming Congress, the Hon. W. R. Motherwell, Minister of Agriculture for Saskatchewan, made the following remarks on the common drag harrow:

"Not only is the harrow a splendid implement to use in producing or restoring a mulch, but is beneficial also as a packer. In newly plowed land, especially, the harrow teeth go well into the ground, breaking up the lumps right through the furrow slice, compacting the soil, and thus materially aiding the capillary action of the soil moisture.

"As a weed eradicator, the harrow is indispensable, but when it is to be used for weed destruction the weeds should never be allowed to get beyond their seed leaves. When the weeds are at this stage, on a warm, dry day the harrow will kill millions of them. In summer fallowing from the time the land is shallow plowed or double disked the previous fall until freeze up the season it is fallowed, the harrow can be used at intervals to good advantage for accomplishing the following purposes: Killing weeds, conserving moisture, making a firm seedbed, stirring up the surface of the ground and permitting access of proper amounts of air, thus giving the soil bacteria an opportunity to change the plant food from an unavailable to an available condition.

"If the top soil to the depth of the usual mulch—say one and one-half inches—is kept continually stirred and dry by the harrow, no weed seeds in that layer of soil can germinate but remain there to cause mischief later on. In many older districts and counties the practice of harrowing the growing crop is followed with excellent results, as in fields where annual weeds are troublesome the crop has often owed its salvation to the fact that it was harrowed after it was above ground.

"There is still abundant opportunity for the inventive mind to get out a much better drag harrow than has yet been seen on the market. It is hoped that the growing popularity and importance of harrowing young crops of growing grain will speedily produce the mind and the man with sufficient inventive genius to supply this much required want."

Why Not Thermometers?

The dealer who handles cream separators, churns, and dairy supplies generally ought to lay in a stock of thermometers. This not necessarily because our Western winter weather gets pretty far below zero at times, but because a thermometer should be the constant companion of the dairyman. There is probably no other department of the farm in which a thermometer can be used to greater advantage than in connection with dairy operations. The temperatures at which milk, cream and butter are kept, and at which the various operations of butter making are carried on, are very important.

When milk is to be sold as such, it should be immediately cooled. The reason for this is to stop the increase of bacteria as much as possible. It has been found that an increase of 14° in the temperature of milk will increase the bacteria 600 per cent, and that bacteria will reproduce themselves every half hour if the temperatures are favorable.

If milk is to be separated by the cream separator, it should have a temperature of 90° or 92°, and should be separated preferably right after milking, and then cooled. If milk is to be separated by gravity methods, it should be cooled to 50° very soon after milking.

The temperature at which cream is churned is another important item, and success depends largely on this factor; 52° to 62° Fahr. is considered about right. And, lastly, butter should be stored in a cool place to insure its remaining sweet.



THERE is a big opportunity for implement agents handling the BT Sanitary Steel Stalls. The fast developing dairy industry and the increasing tendency to go in for live stock is causing many new barns to be built. Wood is scarce and the Steel Stalls and Steel Pens are being used instead. City regulations are very strict and farmers are almost forced to use steel to keep their barns sanitary.

BT Steel Stalls sell quickest and give best satisfaction because they are galvanized without extra charge.

Write for Stall Book that tells all about them. Also learn about other profit making goods in this line—Manure Carriers, Hay Carriers, Water Bowls, Steel Horse Stable Fittings, etc.

Write to

Beatty Bros. Ltd. Dept. 7 **Winnipeg, Man.**
2137 DUBLIN STREET

Getting Separator Prospects

From the first of October to the first of April every agent is going to have greater opportunities for personally interviewing his prospects along all lines than during any other time of the year. There are the fall fairs. The farmer attends these small fairs to see and learn, and is in a more approachable mood than when you take him from his work on the land to talk business. It is true your competition appreciates the situation and will make use of it, but that is more reason for the agent to be well informed and in a position to demonstrate his machine intelligently.

You are also taking care of your collections for the year's sales, which enables you to get much valuable information regarding each man's future needs. The farmer is in town during the next six months more than any other time. Do not let these opportunities of personal talks be passed by. Get him in your store and you will find that in many cases, to show him is to convince him.

You cannot hope to sell every farmer in your territory, but you can organize your district in such a way that with the help of your satisfied users you can keep out the

mail order and cheap separator, except where one is shipped to the man who always wants to try everything once, and even he will come to you when he finds that he has purchased his knowledge at rather a high price.

You cannot make sales without prospective purchasers, and you cannot get prospects unless you get out after them. Do not leave it until the heavy sales season comes on again, but start now to build up a prospect list that will bear inspection every week for twelve months to come. The prospect of to-day may be to-morrow's customer, or maybe not for a year, but we know that if he is placed on your mailing list and his name forwarded to the De Laval Co., he will be a purchaser sooner than if you merely try to keep in mind that he is considering the separator question.—J. H. Silversides, Winnipeg, in De Laval Monthly.

The Value of Manure

According to recent statistics, there are in Canada in round numbers, 3,000,000 horses, 6,000,000 cattle, 3,500,000 hogs, and 2,000,000 sheep. Experiments indicate that the approximate value of the fertilizing constitu-

ents of the manure, both solid and liquid, produced by each horse would be \$27, by each head of cattle \$20, by each hog \$8, and by each sheep \$2. This would make the total value of the manure produced in one year by the different classes of farm animals in Canada amount to \$233,000,000.

Selling Water Supply Systems

To successfully sell water supply systems the dealer must give the subject some preliminary study. This will eliminate a whole lot of complaints later. It is often the case that the power source—whether windmill or internal combustion engine—is blamed when the trouble lies in the piping, or in a misfit as regards power and pump capacity, or between pipe diameter and pump capacity.

Concerns who specialize in this class of goods usually have hand books which give a wealth of informative data, such as tables detailing engine power and pump cylinder capacity. Other tables show the volume of water which may be delivered by any stated combination of engine and pump, with limits of vertical lift, horizontal forcing, etc. The size of

piping is of the utmost importance to the success of the water supply installation. The piping must always be proportionate in size to the volume of discharge. As an instance:

For a flow of 300 gallons per hour the pipe should be 1 inch in diameter.

From 300 to 600 gallons per hour use at least 1¼ inch pipe.

From 600 to 1,200 gallons per hour use at least 1½ inch pipe.

From 1,200 to 2,400 gallons per hour pipe of at least 2 inches in diameter should be used.

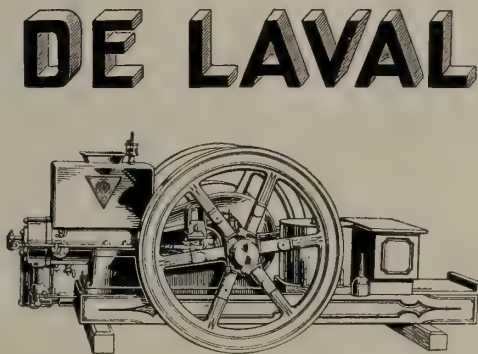
Also it should be remembered that every elbow in the piping cuts down the volume of the flow or demands an increase in the power of five per cent.

Service Wins

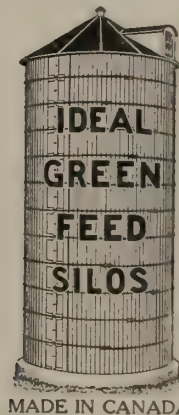
If a retailer would gain and hold the lion's share of the trade in his territory, he must consider service before everything else. Quality alone will not do it, for no matter how good and dependable a line of goods a dealer may handle, if he is continually out of some goods, or does not make deliveries promptly, or gets "grouchy" when a buyer wants something ordered, the patrons will go to some one who gives better service.



The World's Standard
De Laval Separator



The Alpha Gas Engine. Always
Ready to Work



MADE IN CANADA

THE PRESTIGE OF A GOOD NAME IS A GREAT HELP IN SELLING GOODS

GOODS that have given good service for many years, that are well advertised and used in every part of the world, are easy to sell. People prefer to buy lines bearing a well-known name. They look upon them as old friends. The name De Laval is known wherever farm and dairy machinery is used, and no matter what part of the world your customers have lived in, or whether they have always lived right where they are now, they know that the name De Laval stands for the very highest quality and is an assurance of satisfaction. Coupled with your own good standing, it will prove a powerful selling help for you.

De Laval Dairy Supply Co., Ltd. WINNIPEG VANCOUVER
MONTREAL PETERBORO
LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA

Store Keeper or Merchant

Are you a store-keeper or a merchant? A difference exists between these two, although to the general public they are often one and the same. This difference, as defined by a hardware merchant in Minnesota in his local paper, is as follows:

The Store-Keeper—"A store-keeper is a pessimistic individual who will not subscribe for or read any up-to-date magazines which relate wholly to the line of goods he is trying to sell. He is a man who will not advertise in the local paper and damns the local editor in the same breath if he dares accept any out-of-town advertising. He is the old fossil of antiquated store-keeping who would not join a state or national association of merchants of his line of business—he would not think of leaving the four walls of his store during his natural life time to go to market and brush up on his line. He would rather unlock his door every morning with a grouch on, complain about catalogue competition when the goods people call for have not been on his shelves for months, spend the day about his joint blowing tobacco smoke into the faces of his lady customers, or spitting tobacco on the mop boards; alternating with

a tirade of abuse about his competitor who is a scallawag and a rank price cutter, etc."

The Merchant—"The merchant is a man of decency, progressive and wide awake, he carries the goods people want when they want them. In this way he eliminates a whole lot of such so-called catalogue competition. He realizes competition is getting keener each year and he must study prices and buy right so he subscribes and takes several good trade journals and keeps posted. He fully appreciates that profits are being cut down and he must make it up in the turn-over by increasing the volume of his business. To do this he advertises in his local paper, lets the people know he is a real merchant and will meet the price. He observes that system is the first real law of good merchandising; so he has a store up-to-date, well lighted and ventilated, good fixtures, good quality merchandise, bought right and well displayed. He employs clerks, who have brains and can sell the goods and he pays them good salaries, as he realizes cheap help is a liability on his business. He belongs to the Board of Trade of his town and he is a booster for his town and community. In

his home life he is a gentleman. In short, he co-operates with every influence in his community which has for its ultimate end the up-building and betterment of the town, the people and the business he and others may be engaged in."

The Good Home Dealer

A good implement dealer is one who takes care of his obligations to both farmer and manufacturer and gives the best possible service to his community as a merchant. These qualifications have become so necessary that we have what might be termed a standardized dealer, writes H. M. Craig, in *Farmers' Review*:

"Stocks of all machines and repairs are carried in all the large agricultural trade centers of each state. The farmer wants a machine at once—perhaps he knew a long time ahead he would have to buy it and just put it off to the last moment; again, conditions beyond his control may force him to buy new machines. The Good Dealer channel of marketing is so perfected a phone or personal call on the dealer supplies the want instantly or in twenty-four to forty-eight hours. Compare this prompt service with buying farm implements from manufacturers direct or through other channels where you are not known personally and even when cash accompanies the order shipments are not as quickly delivered, as usually no branch house carrying these stocks is near you. A local freight shipment from the factory may take days and even weeks. When repairs are wanted later on or expert help is needed, the same slow procedure is expected and is the rule."

The Small Farm Tractor

Nowadays, the type of tractor most prominent and apparently most in demand by the farmer is a small, low-priced outfit, capable of pulling from two to four plow bottoms, and with belt capacity sufficient to operate any of the machines commonly used on the average farm.

The mechanical features are not so important from the farmer's viewpoint, however, as its low price. The average farm already has as large an investment per acre for power as conditions will justify, and the purchase of a tractor which would not displace its money equivalent in other power would be unwise. As a tractor's working life in years is usually only about half that of a horse, it is evident that it should displace practically double its value in horses, if it displaces no

other source of power. As a rule, however, the small tractor will take the place of a stationary engine for operating the various farm machines, and the difference in the cost of such a stationary engine and a small tractor is slight; so it will not always have to displace horses to any great extent to justify its purchase.

Judging by data already obtained in a study of the small, low priced farm tractor, it is safe to predict that it will soon command, on the ground of economy, a permanent place on the average farm.

Keeping Business Alive

Memory is fickle and uncertain. Your story, once you start it, must be told, and reiterated over and over, and over again, a thousand times and more to interest and draw the crowd, and keep your name and goods to the front where they can be seen and felt. It is easier to keep a man alive than to try and resurrect him after he is dead. That is why there must be no let up in advertising.

Handling Automobiles

There is one logical reason why the implement and vehicle dealer should also sell automobiles. Seventy-five per cent of the automobiles that will be built in the years to come will be purchased and used by farmers, who heretofore have bought all their machinery, including power machines, from the implement and vehicle dealer. Isn't it sound logic, therefore, to expect the farmer to buy his automobile from the implement dealer?

The Uses of Credit

If the uses of credit, which is plowing the land, turning the wheels of the factory, running the railroads and steamships, busying the merchants, bringing up to the light the minerals and oils of the under earth, reclaiming the lands and furnishing as capital the tools without which labor could not produce in quantities, and on terms that would support the world, are so many and so great, the possibility of its abuse is equally evident.

A credit man employed by any firm knows that it can be brought to ruin in a very short time, no matter how sound it might formerly have been, by a reckless and indiscriminate extension of the credit privilege. The same is true of communities and nations. No cause has been more prolific of failure in the retail implement business than the indiscriminate allowing of credit to customers.



Prevent Pump Troubles

The picture clearly shows how easily a Red Jacket "So-easy-to-fix" galvanized Pump can be repaired.

One man with a monkey wrench can take out and repair the cylinder parts in a few minutes—Contrast it with the hard work and expense of repairing the ordinary pump.

The "So-easy-to-fix" Pump works one-third to one-half easier than others. It is made with eight foot galvanized set length.

Write for Catalogue and prices.

THE
Canadian Fairbanks-Morse Co.
LIMITED
WINNIPEG CALGARY SASKATOON

The Production of Mechanical Power

The mechanical power developed by a gas engine is obtained from the heat energy made available when the fuel charge is burned in the engine cylinder. When ignition takes place the mixture of vaporized fuel and air, commonly called the "charge," begins to burn, and the temperature rises very rapidly. This causes a rapid expansion of the gases, thereby exerting enormous pressure within the cylinder. The expansive impulse produced by the burning charge acts on the movable piston causing it to move in the cylinder and setting other parts of the engine in motion. The process consists essentially of transforming the heat energy of the fuel into mechanical power at the crank shaft, says E. L. Watson in Gas Power.

The total heat energy or heat units contained in the fuel should not be understood as being transformed into useful mechanical power at the crank shaft or belt pulley. It is only a small percentage that is converted into available power, the rest being simply wasted energy. Even the best makes of gas engines on the market to-day do not convert more than 30 per cent of the heat units of the fuel into mechanical power.

In order to develop power in the gas engine cylinder, it is first necessary to introduce some means of producing this power, and this consists of a properly proportioned mixture of fuel and air, the process of which is called carburetion. Mixing devices for preparing the charge for the cylinder are variously known as mixers mixing valves, generating valves, fuel valves, vaporizers, and carburetors.

Carburetion may be defined as a simple mechanical process of mixing the air with the fuel to suit the various operating conditions. An ideal mixture is one in which (1) the fuel is broken up into fine particles or vaporized; (2) the fuel thoroughly mixed with air, and (3) the air and fuel properly proportioned.

Having obtained the correct mixture of fuel and air, the next in order is its combustion in the cylinder of the engine, and the production of power. According to the dictionary definition, "combustion" means simply a burning. The combustion or burning of the fuel in a gas engine cylinder is a simple chemical process which cannot take place, however, under ordinary conditions. A very high temperature is necessary.

All petroleum fuels, such as gasoline, kerosene, distillate, etc., are composed of compounds called "hydrocarbons", which are made up of the elements of carbon and hydrogen. The proportion of carbon and hydrogen in the different fuels varies, depending upon the gravity of the fuel.

The air of the atmosphere is composed of 23 parts (by weight) of oxygen and 77 parts (by weight) of nitrogen. These two elements exist in a physical combination and can, therefore, be very easily separated. But the carbon and hydrogen, of which the fuel is composed, are in what is known as a chemical combination, and for combustion to take place intense heat is first necessary to break up the hydrocarbons and liberate, or "set free", the hydrogen and carbon elements.

In the process of combustion, the carbon and hydrogen after being "set free" unite with the oxygen of the air. This accounts for the necessity of mixing air with the fuel during the process of carburetion. The carbon unites with a portion of the oxygen and forms another compound, which is known as carbon dioxide, a gas. The hydrogen of the fuel combines with another part of the oxygen to form water, which is in the form of steam. Thus we

have as the result of combustion the formation of two distinct compounds, carbon dioxide and water.

Since each pound of air consists of only 23 per cent oxygen, it is necessary in order to obtain perfect combustion to use a very large amount of air as compared with the quantity of fuel used. It has been determined theoretically that each pound of gasoline requires 203 cubic feet of air to burn it. But since it is impossible to obtain ideal conditions in the operation of a gas engine, it is necessary to use a larger quantity of air. Under ordinary conditions from 240 to 260 cubic feet are required for each pound of fuel.

What's in a Name?

The farmer riseth up in the morning, yea, he eateth two suppers in one night, one supper before he goeth to bed and the other before the agriculturalist leaveth the hay wherein he hath snored for many hours.

The agriculturalist is a picture-book farmer and raiseth eggs that cost him two bits per or three bones per dozen. He raiseth garden sass and hauleth it to market in an automobile, whereas a puncture costeth the price of a whole load. But the farmer useth his wagon and getteth his kale before the sun winketh his off eye.

Meco ENGINES

Read the
Price List -
Get our Offer

The Engine That Beats Competition

Now you can get Engine Quality and Engine Prices that will beat any and all competition, where quality is required and price is a selling argument. If you want to build up a bigger engine business and put a quick seller on your floor, don't waste any time in getting the MECO agency for your territory.

Write For Our Offer

Let us tell you about the MECO Engine, and our Buy-Back-in-90-Days proposition. MECO Engines are of the four-cycle type, water-cooled, built for durability, are easy to run, easy to understand, and easy for the customer to buy. These engines are built to make good, and they sell at prices that give the dealer control of the engine situation—no matter where he is located. Sold under a binding 5-year guarantee. If you want to handle an engine that is built up to a high standard and sold at a fair price, write for our terms.

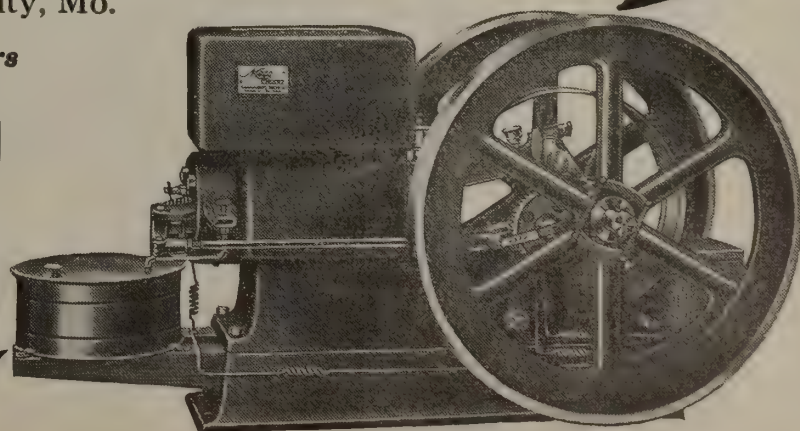
A. D. Elliott, Mgr., Manufacturers Engine Co.
1909 Crystal Avenue, Kansas City, Mo.

Liberal Discounts from these Prices to Bonafide Dealers

RETAIL PRICES

Prices are F. O. B. Kansas City, Mo., and are for completely equipped engines ready to run when unloaded at destination. Stationary engines regularly mounted on heavy wood skids. Portable engines and engine saw-rig outfits are all steel and iron mounted and fully equipped.

H.-P. Size	Stationary Engines	Portable Engines	Engine Saw-Rigs
2	\$ 35.10	\$ 40.15
3	52.65	60.75
4	70.20	83.35	\$128.25
6	100.00	130.00	155.90
8	140.40	176.80	205.00
12	210.90	248.00	272.50



Precept—Plus Example

We have at various times given considerable space to the question of the support of the home town and home trading as against worshipping the mail order fetish and the co-operative purchasing propaganda. In this regard we feel strongly, especially in these days when from practically every farm publication the farmer is bombarded by direct selling propositions, mail order house advertisements and articles which reveal the retailer as a soulless parasite who charges for everything he sells an exorbitant profit!

But there is another side to the question. The retailer, if he wishes to make his home town a real community center, must stand by his home town! The appeal for home trading applies not only to the consumer but to the men who have things to sell. If any man in the community should set a good example in the way of buying at home it should be the retail merchant. There is no logic in his standing in his warehouse or behind his counter declaiming against mail order competition and direct selling organizations if his wife sits at home figuring out the value of a mixed order she

has compiled from a catalog house publication. As a case in point we might cite an instance that came to the notice of the writer the other day:

In a Winnipeg departmental store a woman was being served in a certain department. Her order was an exceptionally large one—for this class of goods alone. All at once we recognized her as the wife of a hardware merchant in a Manitoba country town. The recognition was mutual, and conversation followed.

"Just making a few purchases?" we queried.

"Oh, I don't know if you'd call them 'a few'" she retorted. "I guess I've spent about \$120 this afternoon."

By the sheaf of receipted bills she had this certainly was not over-estimating the amount.

"Your husband does business in a small country town," we remarked, "he probably suffers considerably in his business from the catalog competition of places like this. At least I have heard him complain on that score. Do you think that you are helping local business, or showing a good example to your farmer customers to come in here and spend all that money with a firm that does nothing for your town and community?"

The little lady got sort of hot under the collar of her shirt waist at what she regarded as an unwarranted interest in her affairs.

"Well what can I do?" she asked. "Any amount of these things I can't possibly get at home. No storekeeper in our town carries them."

"Did you hunt around and see?" we asked.

It turned out that she had not, so we signed a verbal peace treaty and had a look at some of the receipted bills.

"Look here, Mrs. S—," we said. "Here you have an account for \$34.40 for hardware goods, for the store I guess. Do you mean to tell me that you could not have got that order filled by going to the hardware wholesale houses. You can't tell me that they don't carry that class of stuff. Surely they can supply better quality and as cheaply as you bought here."

It would not be policy to say exactly what the lady said, but we beat a hasty retreat to the elevator.

Now this may not mean much, but if a certain percentage of retailers, either personally or through their domestic expenditure, allow that sort of thing to go on they have no right to blame the farmer and his wife for following their example. If the farmer sees tradesmen sending away for goods he thinks he has a prime argument in refusing to buy at home, and more than ever will the retailer be termed a price extortionist.

No wonder retailers cannot turn the tide of business to the home town, for if they deprive their fellow-retailers of their trade they give an example to others which will be followed with alarming rapidity.

Little is ever made by going away to trade, oftener, counting all expenses, there is a loss. Show us a town in which people send away for nothing that they can buy at home, and we will show you a town in which business is lively and everybody buys from their neighbor. If you have no

confidence in your brother retailer, how can you expect the country customer to have confidence in you? Patronize the home stores and keep business in your home town.

Cordage Company Sells Less

The Plymouth Cordage Company recently held their annual meeting in Boston, Mass. Gross sales of rope and binder twine for the past business year amounted to \$11,027,521, a decrease of \$272,479, compared with the previous year. A smaller rope business was done while the sale of binder twine was greatly increased. The directors of the company were re-elected for another term.

An English Turnip Thinner

A new machine on the English farm machinery market is Parminster's Improved Turnip Thinner, a machine which has attracted great attention at fairs in England. The machine is now a standard implement for gapping plants, and has the advantage that an early tract of roots can be gapped out in the same field or near a later piece, which may not require treatment until later. It will eliminate the costly process of hand hoeing, and moves up the loose soil perfectly, leaving the requisite two or three inches gap space perfectly treated. The machine has a very light draft, while a lad and one horse can go over six or seven acres a day.

P. & O. Power Grub Plow

To plow up an old hedge is a pretty severe test, even for a power plow, since a hedge is simply a solid, continuous bed of roots. Yet at the recent tractor demonstration at Bloomington, Ill., the P. & O. grub breaker plow walked along a hedge as though it was a relaxation. The work done was an eye-opener to the large attendance present. The P. & O. power grub breaker is of exceptionally strong design, weighs about 2,000 pounds and is unbreakable. It is made in one size only, 24 inch, and has a 12 inch deep capacity. The distance from the top of share to the end of the mold is more than six feet. This plow, manufactured by the Parlin & Orendorff Co., Canton, Ill., is furnished with solid mold, and either quincy or duck bill cutter, or with rod mold with either cutter. For scrub districts it should prove a winner.

Western Canada

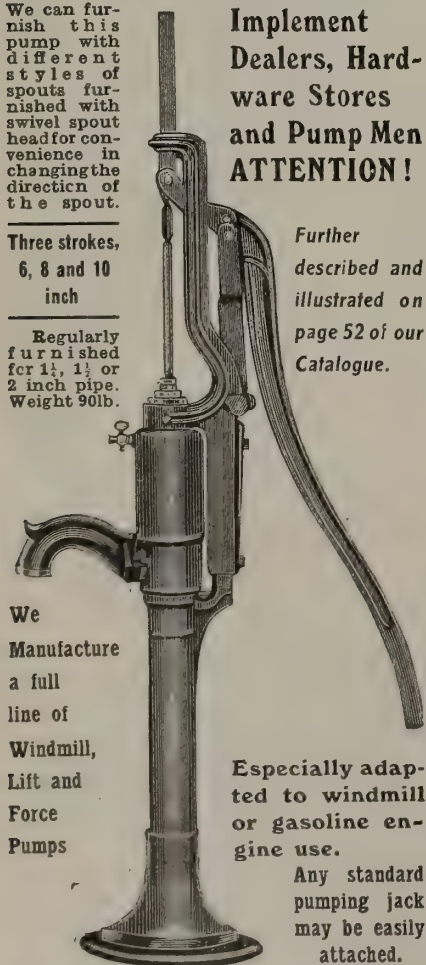
We can furnish this pump with different styles of spouts furnished with swivel spout head for convenience in changing the direction of the spout.

Three strokes, 6, 8 and 10 inch

Regularly furnished for 1½, 1¾ or 2 inch pipe. Weight 90lb.

Implement Dealers, Hardware Stores and Pump Men ATTENTION!

Further described and illustrated on page 52 of our Catalogue.



We Manufacture a full line of Windmill, Lift and Force Pumps

Especially adapted to windmill or gasoline engine use.

Any standard pumping jack may be easily attached.

Manitoba Engines Ltd.
Brandon, Man., and Calgary, Alta.

Increase Your Profits this Winter

You can do so with ease if you handle our improved

TANK HEATERS

Our Heaters are made of the best material. One-piece body, heavy and durable. Have a more direct radiation surface than other heaters, and heat perfectly when water is very shallow in tank. Can be used to heat poultry sheds and other out-buildings. They burn everything burnable, use little fuel and are easily cleaned. Will last a lifetime. Most reasonable in price. Can ship immediately.

Write Us For Particulars

WE MANUFACTURE:

Metal Shingles, Metal Siding, Ceiling, Corrugated Granaries, Culverts, Well Curbing, Water Troughs, Oil Barrels, etc.



Winnipeg Geiling & Roofing Co., Ltd.
P.O. Box 3006 F.I. Winnipeg, Man.

N.I.V.A. Convention

The National Implement and Vehicle Association held its twenty-second annual convention in Indianapolis, Ind., October 20, 21 and 22. This convention was one of the best that the association has ever held, and was especially interesting by reason of the questions of vital interest to dealers which were discussed. The proposition to place the implement business on a near cash basis was especially prominent; the shortening of terms and elimination of carrying clauses in contracts, abolishment of commission contracts and the lowering of prices also receiving extended attention. The danger to dealers in the proposed rural credit legislation by the U.S. Congress was also outlined. A committee consisting of five heads of the largest implement manufacturing concerns in the U.S. was appointed to investigate the betterment of conditions in the retail side of the business. There is little doubt but that their efforts will tend toward the elimination of many existing troubles to the retail trade.

Regarding the Canadian tariff the following resolution was passed:

"Whereas, Under our present tariff laws the products of Canadian implement manufacturers are admitted free of duty to this country, regardless of the heretofore existing Canadian ad valorem duties on agricultural implements, ranging from 17½ per cent to 30 per cent, which duties have recently been increased to the extent of 7½ per cent ad valorem, thereby seriously handicapping United States implement manufacturers, as compared with their Canadian competitors; therefore be it

"Resolved, That this inequitable situation unquestionably justifies our heretofore expressed attitude, which is hereby reiterated, that in the interests of equity our national Government be requested to negotiate tariff agreements with the Canadian government on a strictly reciprocal basis."

Buggy Sales

"Twenty years ago it was a common cry that the bicycle had ruined the horse and the buggy business, and history is repeating itself. Every alert, progressive implement dealer will keep his eyes wide open for his share of the buggy business, will adapt

himself to changed conditions, and in the territory of such dealers the mail order buggy business will make very little, if any, headway. Two principal sources of business in buggies are the young men and the old men; for the former a snappy-looking, up-to-date, lightweight buggy, and for the latter, a roomy, comfortable, low-hung buggy."—"Observer" in Implement Bulletin.

Motor Plowing in France

During September motor plowing demonstrations were held at Grigny, France, under the direction of the Minister of Agriculture. The soil was light and dry, and the medium sized machines used plowed to a depth of 12 inches with two shares, at a speed of nearly 3½ feet per second. Several American machines were demonstrated, among them being the Bull Tractor, the "Bijou" tractor, an Aultman-Taylor tractor, an International Harvester "Mogul," and a 25 h.p. J. I. Case tractor with a Case-Sattley plow. A French tractor, of the caterpillar type, made by Lefebvre of Rouen, was also shown. The Minister of Agriculture for France has found it necessary to go to the extent of getting a special law

passed authorising local bodies to cultivate land belonging to owners who, because they are mobilised or for other reasons, are unable to do it themselves. Any land lying idle may be cultivated by the communes or even by private individuals. The mayors of the communes have to take the necessary steps to ensure that all the land is tilled.

Knowledge a Requisite to Success

The advent of power-driven machinery will compel the implement dealer to become better posted on how to sell and run machines, if he wishes to control these new and profitable lines. The dealer cannot expect the manufacturer to sell, erect, start and operate machinery, and pass a large amount of profit to him when he performs no service. It is up to the dealer to protect his own interests by reducing the service necessary from the manufacturer and become competent to handle anything in the implement line by himself. The greater demand made by the dealer upon the manufacturer for expert and special help cannot but result in increased cost in the distribution of the product.—H. M. Craig.

P & O

LITTLE GENIUS

POWER LIFT ENGINE PLOW

The Power Lift Device

operates from the land wheel of the plow. Only one-half as much traction is required from the land wheel as on other plows of this type. No "spuds" are needed on the tire.

Only One Trip Rope

is required. The operator of the engine has perfect control of the plow from his position at the steering wheel.

Bottoms Are Forced Into Ground

When the clutch is tripped, the whole weight of the plow is brought to bear upon the bottoms in forcing them into the ground.

Straight Headlands

The time required to get the bottoms out of the ground, and the angle at which they leave the ground, are such as to leave the headlands almost perfectly straight.

Rear Wheel Power Lift

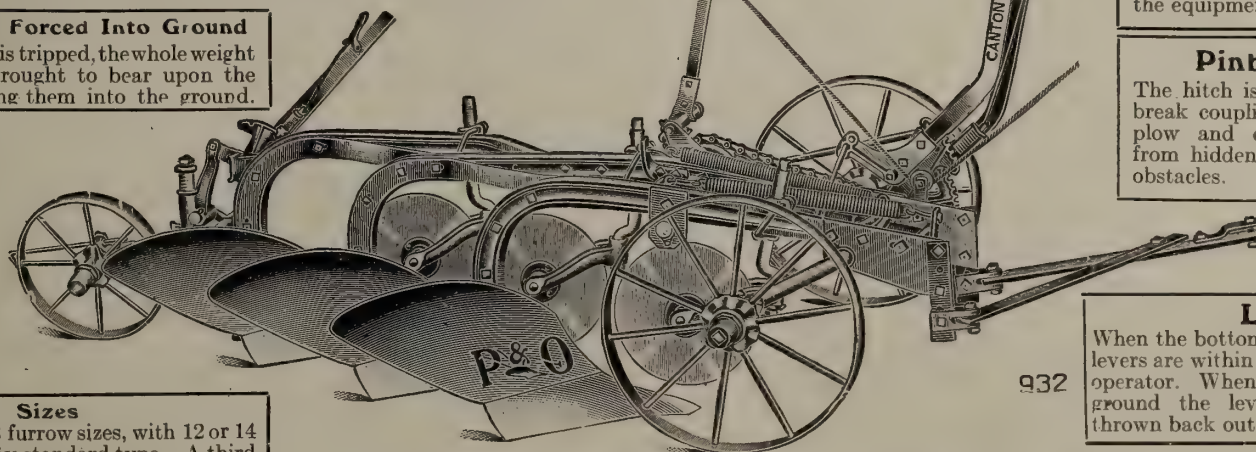
The power lift device now operates the rear wheel in connection with the other two. This feature leaves absolutely nothing to be desired in the equipment of this plow.

Pinbreak Hitch

The hitch is equipped with a pin-break coupling which insures both plow and engine against injury from hidden roots, stones or other obstacles.

Levers

When the bottoms are in the ground the levers are within convenient reach of the operator. When the bottoms leave the ground the levers are automatically thrown back out of the way.



Sizes

Made in 2 and 3 furrow sizes, with 12 or 14 inch bottoms, any standard type. A third plow attachment can be furnished for the two-furrow. The three-furrow can be easily and quickly reduced to a two-furrow plow if conditions so require.

PARLIN & ORENDORFF CO., CANTON, ILL.
INTERNATIONAL HARVESTER CO. OF CANADA, LIMITED SALES AGENTS FOR CANADA.
 Winnipeg, Brandon, Regina, Saskatoon, Yorkton, North Battleford, Estevan, Calgary, Edmonton, Lethbridge

Over Three Hundred Million Bushels of Wheat

The census and statistics office at Ottawa recently issued a provisional annual estimate of the principal grain crops of Canada, based on the quality of crops at the time of harvesting. Threshing has proven in the majority of districts that, despite a spell of inclement weather, the yield has threshed out far above what was expected, consequently the figures given may be regarded as a very conservative estimate.

The total wheat crop of Canada is now placed at 336,258,000 bus. from 12,986,400 acres, being an average yield of 25.89 bushels per acre. This total is 174,978,000 bushels more than last year's yield—the crop this year being more than double that of last year—or actually 108 per cent more than in 1914. It is furthermore, 104,541,000 bushels, or 45 per cent, in excess of Canada's previous highest yield of 231,717,000 bushels in 1913, and 72 per cent in excess of the annual average yield for the five years 1910 to 1914.

Oats show as 481,035,500 bus. from 11,365,000 acres, an average of 42.33 bushels per acre.

Barley comes out at 50,868,000 bushels from 1,509,350 acres, an average per acre of 33.70 bushels.

Rye is now 2,478,500 bushels from 112,300 acres, an average of 22.07, and flax seed 12,604,700 bushels from 1,009,600 acres, or 12.48 bushels per acre.

In the Northwest provinces the estimated yield of wheat is 304,200,000 bushels, and of oats 305,680,000, so the west has held the lead as is usual. Peas, beans, buckwheat and mixed grains all show substantially increased yields; corn for husking 14,594,000 bushels from 253,300 acres, or 57.62 bushels per acre.

In all these estimates the authorities made due deductions for quantities reported as destroyed by the weather, including sprouting in stook. Even these deductions do not represent a total loss as the sprouted grain will be used for feeding. The quality of spring wheat is exceptionally high in the Northwest provinces, being 93 in Manitoba, 96 in Saskatchewan and 97 in Alberta—these figures being on the basis of 100 as a standard full crop. Last year corresponding figures for Canada were below 80 in nearly all cases.

As regards root crops, potatoes, turnips, mangolds, carrots, sugar beets, fodder corn and alfalfa, figures are about equal to last year with the exception of the potato crop, which has suffered through heavy rains.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited

F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, NOVEMBER, 1915.

Taken over all, Canada has responded nobly to the cry of "Patriotism and Production" which re-echoed through the Dominion.

Pushful Salesmanship

Energy, properly directed, pays dividends to the implement salesman and to his firm, but blind plugging and boastful assertions of future success never brought anybody anything but the canny for the salesmen and a loss for the house.

There are a lot of salesmen in the business who are packed full of energy and overflowing with enthusiasm—salesmen who use their legs and tongues all the time; but somehow or other they don't land the orders. They don't think! We must never forget that the rarest ability in business is the ability to think. Too many men hate to think! Most houses hire salesmen to get orders—to sell goods. They don't hire them to be professional good fellows, to go around entertaining customers, or to express opinions on the question of the war. Neither do they hire men who display their art as conversationalists, like side-show barkers. Procrastination and salesmanship are enemies. Beware of promises of future business. The man who assures the salesman that he will "buy a little

later" will buy to-day—if the salesman has the ability to close the deal. Promises of big sales in the future don't help the Boss to sign pay checks. Real orders are what he wants—and nowadays the "hot-air" salesman in every line is getting his where the girl got the beads!

Price and Volume

Prices are governed by the cost of the goods and the cost of doing business. Everybody who knows anything about overhead expense knows that any material increase in the volume of business reduces the percentage of the overhead; in other words, the expense does not increase proportionately. This being true, the dealer's percentage of cost of doing business would be reduced if his volume were increased.

If the entire volume of farm equipment business were handled by real dealers, the type that render essential service to the customer, the cost of doing business would be inevitably reduced with a corresponding reduction in prices. If those units who befooled the farmer with co-operative buying schemes are really sincere in their efforts to help the farmer get lower prices they should advise him to buy from the regular dealer. Very soon the increased volume of business would bring about a great decrease in prices.

Looking Ahead

This year Canada has been favored by a record crop, and all of this greatly increased yield cannot be attributed to climatic conditions. Better farming methods, better cultivation, were great factors in the production of this great crop.

Prosperity is a good thing, in farming as in any business, but prosperity often has a tendency to make the prosperous individual rest on his oars. This must not be. The Canadian farmer has this year done what he can do next year, and every year. It takes a great deal of hard work to get soil into a condition favorable for the production of record yields, but should that soil be neglected in the least, should it fail to receive the consistent attention and cultivation it will deteriorate at a rate which is appalling.

Reports from Great Britain indicate that throughout the United Kingdom farmers are tilling, fertilizing and caring for their land as never before. A summer of indifferent weather mitigated against their efforts this year, and crop yields suffered accordingly. But these farmers are hard at work doing everything in their power to have their soil in a condition so that only climatic conditions can prevail against good crops in 1916.

It is to be hoped that with the inducement of the Empire's need and the high prices for farm products, the farmers of Canada will leave no stone unturned to still better the condition of their soil. To that end modern farm implements are necessary. No factory in the industrial world can hope to increase its output without the investment in the most modern machinery procurable. The same applies to the farm-factories of Canada, and to help in the effort to get from the soil every ounce of fertility it contains the implement dealers of Canada can give the farmer the greatest assistance. To analyze and understand the needs of his territory, the dealer must bend his efforts. He must carry the most up-to-date machines, implements and tools that are especially suited to local conditions. It is impossible to do satisfactory business in the implement trade if one does not keep abreast of the times as regards the stock carried. A few plows and disc harrows, an antiquated grain drill, do not make an implement store.

The implement dealer must look ahead and must gauge the requirements of his community in every line so that he can supply the demand. To order early is the

only way to ensure delivery. Procrastination in obtaining supplies will keep under any business—and this is especially true of the implement trade. And business must be done on a better basis. Promiscuous credit is a curse; let business be done more nearly for cash or on the best security. Unrealizable book debts are the death knell of too many implement concerns, and with such a crop as we have seen there is no reason why cash should not enter more largely into the retail implement business. For both dealer and customer this would improve the situation, and in the end the implement business would be on an infinitely more solid financial basis.

Hiring and Firing

Every unnecessary dismissal of an employe must mean a definite economic loss to the employer, to the employe, and to society. While it is very important to select the right men for the right place, so that we have no round pegs in square holes, it is necessary to take care of the man once he is employed. Wrong initial treatment will discourage a man, while an improperly selected man can often be made useful and contented by right guidance and training.

Expert managers in the implement business know from experience that it does not pay to hire and fire employes haphazardly; they realize that it costs money to train a new employe, even a skilled man, in the special practices that are peculiar to a given concern, and that upon his dismissal, save on the ground of no further need, a similar expenditure must be incurred for the training of another new employe, which expenditure only good reason for the dismissal of the previous employe can justify.

The Tendency of the Farmer in Buying

Despite all the talk of eliminating the pestiferous middleman, and of selling goods direct to the farmer, it is significant that the tendency of the agricultural press denotes an increasing intelligence among farmers. The farmer is becoming dubious about the credence he can give to the spacious claims of the direct sellers. The pitcher has gone too often to the well. What looked good in a catalog engraving did not stand the acid test of quality.

The farmer realizes that he wants service from machinery. He is learning that it invariably pays to buy equipment from the

local dealer, because he realizes that in the case of a breakdown he can get repair parts or expert assistance more readily than would be the case had he to do his own experting and possibly wait a month for a repair part. The manufacturers who produce quality machines find that the closer then can link farmer and dealer together, the better service they (the manufacturers) are able to render all along the line, and the less the burden to be carried in a stock of repair parts.

While it is true that some farmers consider it their divine right to "roast" implement dealers as being potential millionaires through huge profits made on sales, it is safe to say that only a few farmers mean what they say in this respect. Whatever hysterical co-operationists may say, and whatever their favorite farm paper may write regarding the utter uselessness of the retailer, the average farmer is convinced in his own mind that the goods handled by the legitimate dealer are infinitely superior to those purchased by mail, while the dealer's prices are by no means so unreasonable—quality and service considered—as the co-operative crazy farmer tries to make out.

The Care of Machinery

The farmer does not need to serve an apprenticeship as a machinist to be a success, but the farmer who is to make good must use horse sense in his treatment of his farm machinery. To develop this capacity in his customers' the dealer can expound considerable wisdom that will react profitably. The man who knows how to take care of his machinery is the man who gives you least trouble after you have sold him goods. He is not continually bawling over the rural phone that you can "take the blamed plow back if you won't come out and fix it quicker'n Hades!"

There is not so much after all that the farmer really needs to know about how to take care of the machinery he buys. If he is told how to put it together accurately; how to keep it adjusted; how to effect minor repairs; to know or note down the rated speed and capacity of any machine; to understand the preservative value of a good lubricant; to realize that a machine shed is not a waste of money, and that protection from sun, rain, wet and snow is a thing that means longevity to his machinery; to appreciate the necessity of keeping moving parts well oiled and greased and free from dirt.

Two types of farmers exist. One has a natural mechanical in-

stinct. He has almost a genius for locating and repairing trouble, and has an intimate knowledge of why wheels, screws, levers, cams and bearings are so made, also what they are meant to do and how they should be treated. The other type of man is born deficient in mechanical instinct. He would get "balled up" in putting a nut on a $\frac{3}{4}$ -inch bolt. He would strip the threads from any screw ever made, and can't see an over loaded machine when it confronts him. True, the last type of man is not to blame. He can't help it, but the dealer can do much to help him by giving him advice and suggestions as to how he should treat his farm machinery.

Making the Customer a Friend

A great deal can be done to better his business by the dealer consistently paying visits to the farmers in the country surrounding his place of business. These visits give the dealer an opportunity to obtain an intimate knowledge of the conditions that surround each of his farmer customers. He gets a more concise idea of the extent to which credit can safely be extended to each individual farmer.

And when a new customer shows up the dealer should make it his business to get out to the new customer's home, cultivate his acquaintance and make friends with the whole family. It is "business" for dealers engaged in merchandising to make it a rule to visit their country customers at least once a year, if no more than to spend ten or fifteen minutes with each. Giving a short time to each, it is possible to make several calls in one day. And the writer believes he would use a horse and buggy, instead of an automobile when making such visits. It does not please the average farmer very much to see the merchant he owes riding around in an automobile.

Canadian Homestead Entries

During the first six months of 1915 there were issued in the three Prairie Provinces, British Columbia and the Yukon 11,172 land patents, amounting in all to 1,824,381 acres, a decrease of 6,320 patents and 1,054,431 acres, as compared with the same period in 1914. During the same period 8,243 homestead entries were filed, compared with 13,240 in 1914.

As regards the nationalities of the homesteaders this year among them were 1,892 Canadians, 1,092 Americans and 1,082 English. Among other races are noted 45 Belgians, 1,107 Austro-Hungarians, 99 Germans and 4 Turks.

Personal

W. Saddler has discontinued his harness supply business at Saskatoon.

A new concern recently incorporated is the Winnipeg Metal Co. of this city.

W. L. McIntosh has opened a new garage and automobile agency at Rosburn.

L. Carlson has commenced a new hardware and implement business at Torquay.

M. & O. Lange, harness dealers at Empress have gone out of business at that point.

Clark Bros. is the name of a new garage and repair concern, now located at Weyburn.

The Canadian Consolidated Rubber Co. recently opened a branch office and warehouse at Fort William.

R. J. Riddle has taken over the automobile business at Nokomis formerly carried on by W. Rankin.

D. E. Alexander, one of the owners of the Moose Jaw Central Motor Co., has retired from business.

A recent report states that W. Malhoit is selling out his hardware and implement business at Montmartre.

F. J. Sanders has taken over the hardware and implement business at Kandahar, formerly controlled by P. Johnson.

It is reported that L. Naismith has sold his hardware and implement business at Morse to a dealer named J. E. Ogden.

The machine shop of J. W. Dobson, at Innisfail, was recently destroyed by fire. The loss was only partly covered by insurance.

A new firm recently incorporated to do business in Winnipeg as manufacturers' agents, is known as F. P. Robinson & Co.

J. W. Anderson, a garage owner and auto agent at Bounty, has removed his business from that point to the town of Conquest.

Stavely Bros., a hardware and farm equipment supply concern at Hanna, recently suffered considerable loss owing to fire in their warehouse.

J. H. Rosenborough, an implement dealer at Birtle, has taken a partner into his business, which will now be known as Rosenborough & Aikins.

Hawaker & Brown, implement dealers at Tribune, are reported as having sold out their interests at that point to a couple of dealers named Benning & Kyle.

Zaiser Bros. have opened a

harness business in that town of Teutonic cognomen — Prussia. We are glad, however, that they do not spell their name with a "K."

Walter A. Wood, Jr., for many years connected with the Walter A. Wood Mowing & Reaping Machine Co., Hoosick Falls, N.Y., died at his home in that city, Oct. 8.

C. E. Finch, formerly a salesman at the Edmonton branch house, International Harvester Co., now has a block in that territory.

The Hart-Parr Co., Charles City, Ia., report that in future the advertising department will be under the control of E. I. Jaco, sales manager, assisted by H. H. Clark.

In the town of Waskada, C. Reynolds has commenced in business as a retail implement dealer, while James Smart has sold out his implement stand at that point.

Still they come—more tractors! The latest is the "Happy Farmer" Tractor Co., incorporated at La Crosse, Wis., with a capital of \$250,000 to manufacture a three-wheel tractor.

The Emerson-Brantingham Co., Rockford, Ill., has appointed C. A. Caldwell manager of its branch house at Sioux Falls, S.D. Mr. Caldwell is a former Moline Plow Co. employee.

The retail implement firm of Isaak & Jansen, at Drake, has been broken up, the partnership being dissolved. The first-named partner retires, business being carried on by David Jansen.

It is reported that the Moline Plow Co., of Moline, Ill., have under consideration the building and selling of automobiles. Sales will be handled through the plow company's sales organization.

Richard R. Williams, universally recognized as the dean of hardware journalism, and for many years editor of the "Hardware Age," died at Glen Ridge, N.J., on the last day of September.

F. D. Forman, who carries on a livery and retail implement business at Leslieville, recently sold the livery business to R. O. Wright. Mr. Forman will increase the size of his implement business.

R. S. Ryder, manager of the Canadian Steel & Wire Co., Hamilton, was a recent business visitor to Winnipeg and the West. While here he spent a week with the local office of this well-known company.

Chris Johnson, the popular implement dealer at Baldur, was a recent business visitor to Winni-

peg. Mr. Johnson wears well with the years, and reports business in his territory as being very satisfactory.

J. O. Thorne, president and manager of the Metallic Roofing Co., Toronto, recently returned east after a combined pleasure and business trip during which he spent a few days at the Winnipeg branch of his company.

T. T. Pullam, the well-known implement and coal dealer at Deloraine, recently sold out a considerable amount of his implement stock by a special cash sale. He has disposed of his business to a dealer named T. R. Falconer.

Henry Rustad, head of the well-known Winnipeg concern of that name, recently made a business trip through southwest Manitoba and southeast Saskatchewan. Mr. Rustad reports business and collections as being very satisfactory.

The Olds line of engines, as manufactured by the Seager Engine Works, Lansing, Mich., and sold for the last three years through the Rumely Products Co., will in future be sold direct from the factory through jobbers and dealers.

Fred Sager, formerly service manager for the firm of Joseph Maw & Co., Winnipeg, has severed his connection with that automobile concern. Mr. Sager has so far announced no plans for the future, and is taking a brief vacation.

A. J. Britton, Winnipeg manager for Goold, Shapley & Muir Co., recently returned from a trip through the territory. Mr. Britton reports crops as threshing out far better than was expected, and says that collections are very satisfactory.

H. F. Anderson, manager of the Tudhope-Anderson Company, Winnipeg, recently returned from a visit to the head office and factories of the company at Orillia, Ont. While east Mr. Anderson visited a number of the more important trade centres.

A recent addition to the well-known Winnipeg firm of Joseph Maw & Company is H. Lomer, formerly of the Canadian Fairbanks-Morse Co., Winnipeg. We wish Mr. Lomer success in the automobile business. He is stated to be "some" salesman.

On October 29 the Winnipeg Wholesale Implement Association held their usual monthly meeting in the Royal Alexandra Hotel. A good turn out of members were present, and several important features in connection with the trade were discussed.

H. W. Fleury, president and

manager of J. Fleury & Sons, Aurora, paid a visit recently to the John Deere Plow Co., Winnipeg, who handle the well-known Fleury goods. Mr. Fleury was impressed by the future trade outlook in the West owing to our record crops.

Paul E. Herschel, vice-president and general manager of the R. Herschel Manufacturing Co., Preoria, Ill., was a recent visitor to Winnipeg, where he looked into supply matters with D. Ackland & Son. Mr. Herschel said that business was proving very satisfactory for his firm and was impressed by Canadian possibilities.

Cushman Travelers Meet

Recently the traveling staff of the Cushman Motor Works of Canada held a general meeting at Winnipeg, so that the various units of the organization might get full and first hand information regarding the complete line of the company, also to let the traveling men get fully acquainted personally in order that the company should be in full harmony.

Under Manager A. E. Donovan the features of the full line were carefully analyzed, and many helpful suggestions were given by the salesmen present as to selling points to lay before the customers of the company.

The travelers were particularly enthusiastic over the results obtained this year by the new light-weight combination threshers sold by the Cushman organization. These combination threshers are equipped with the famous Cushman 2-cylinder light-weight engine, and gave excellent service on West Canadian farms this fall—as the engines will do all winter when detached from the separators.

The Cushman company have decided to produce these combination individual threshing outfits in three sizes in the future. Cushman engines will be used in the following sizes: 8 h.p., 15 h.p. and 20 h.p. Interested dealers will be furnished full particulars by writing the Cushman Motor Works of Canada, 289 Princess Street, Winnipeg.

More Teutonic Assurance

Germany set out to lick the world; she will not lick it, but the Teutonic temperament is such that the German still thinks that when war has ceased humanity will lick the Teutonic hand. An article entitled "The Prospects

for German Exports to Russia," recently appeared in the "Neue Zürcher Zeitung," which points out that there is no danger of a boycott of all German goods in Russia, and, says this German paper, "neither is Germany in danger of being compelled to yield the Russian market to neutral or the allied countries." Another remarkable statement is as follows:

"It is hard to believe that a neutral country could sell in Russia any considerable quantity of scythes or manure forks, since the former must come from Styria and the latter from Westphalia, and it would be very difficult, if not impossible, to explain to the Russian peasant that another make may be just as good."

What we want to know is why in Hades scythes and manure forks must be sold by Germany, as it were by divine right! This German paper points out that credit is essential in the Russian market, credits of 6, 9, 12, and in case 14 months being commonly granted by German firms without endorsement and frequently extended. Another cheery statement is: "the Russian buyer is still paying more attention to price than to quality; he who quotes the lowest price has the best chance for getting the business. In this respect other countries will find it very difficult to compete with Germany."

Is that not a tribute to the shoddy qualities of German-made goods? In closing this Teutonic writer says: "A boycott of German goods is altogether out of the question, for the mere reason that the ties resulting from a community of interests extending for many years will bind Russia and Germany again after the conclusion of the war."

We have heard on all hands the necessity for Canadian manufacturers considering the Russian demand, especially for agricultural machinery. Germany, as one can see by such statements as are herein translated, is quite certain that she will go on selling her "sock" plows, her threshers and other implements, to Russia as if war had never happened.

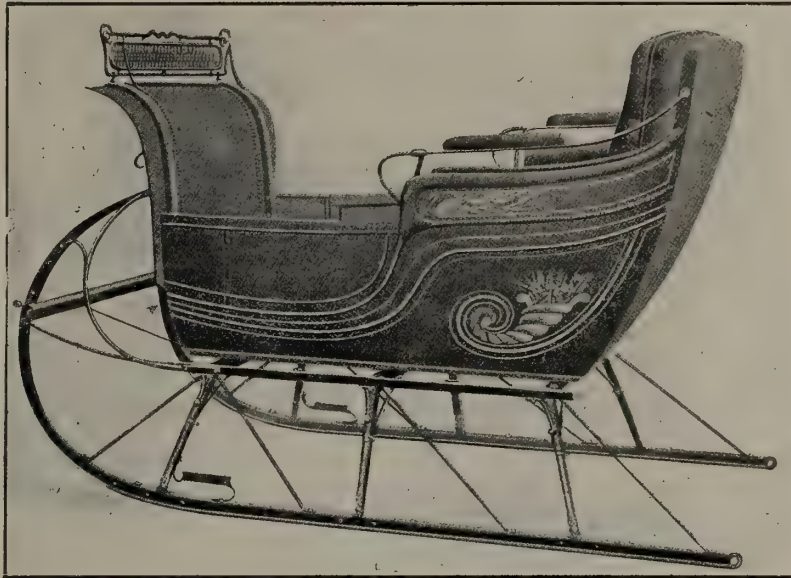
But Germany was temperamentally unable to understand the character of the Belgian, the Britisher, the American. She is obsessed by Pan-Germanism—by the "kultur" microbe. And she does not realize the character of the Russian peasant, who, although slow to arouse, is of a remarkably good memory when it comes to paying back an injury. Those who know the Russian, otherwise than Germans, will bear out this statement.

SELL THE LINE OF QUALITY

THE UP-TO-DATE LINE

If there is no
John Deere
Agency

in your town and
you are interested,
drop us a line.



We carry a full line
of Agricultural Im-
plements. The
John Deere
Plow

is our standard of
quality.



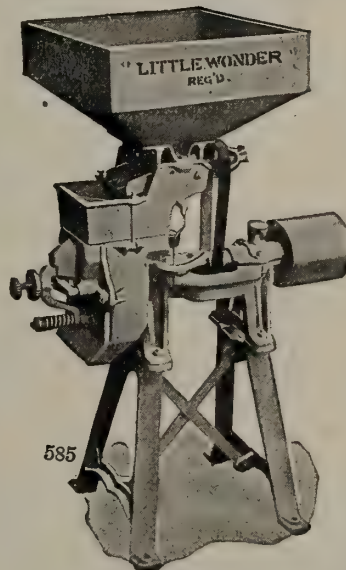
THE BROCKVILLE LINE OF CUTTERS

No. 205F. Cutter with Fore Doors. Can also furnish with Top



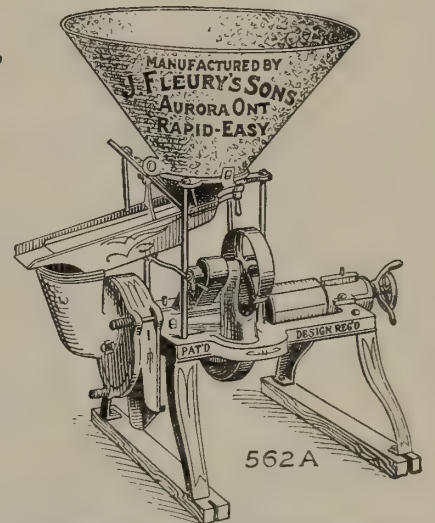
FLEURY NO. 2 STRAW CUTTER

Nothing
too
good
for the
Western
Farmer



FLEURY LITTLE WONDER
GRINDER
(For Wind, Steam or Gas Power)

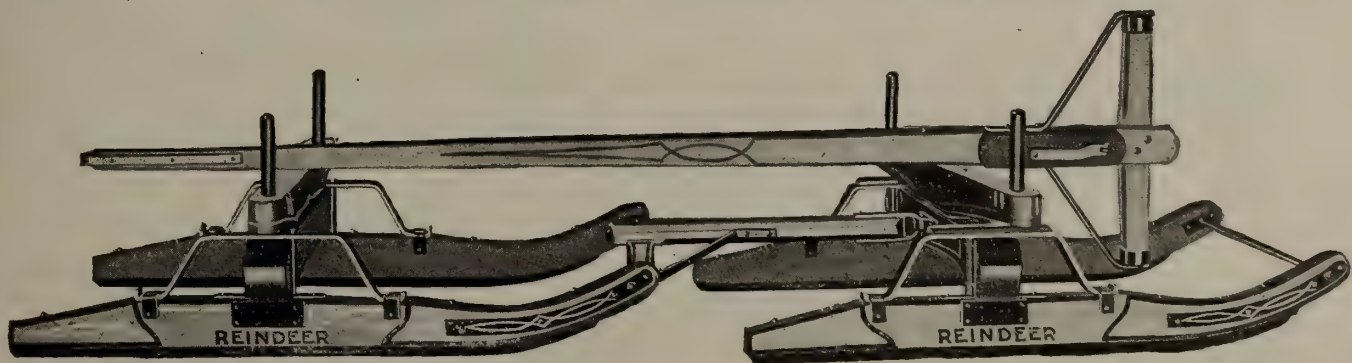
Mr. Dealer
This
is your
oppor-
tunity to
get the
best



FLEURY RAPID-EASY GRINDER

REINDEER SLEIGHS

STEEL OR CAST SHOES



John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton

The Customer's Viewpoint

When the farmer decides to purchase a tractor he has a series of mental questions which it is necessary for the man who sells tractors to be in a position to answer and enlarge upon if he wants to do business. These questions may be, approximately, as follows:

1. How will a tractor fit into the system of farming practised on my particular farm? Will it enable me to do my farm work more efficiently, better and more quickly?
2. Will it do my work as well or better and as cheap or cheaper than horses?
3. How much belt work will it do for me?
4. How many horses can it replace in my system of farming?
5. How many days per year can I use it?
6. Am I a reasonably good hand with machinery? Have I the experience, aptitude and patience to study a tractor and learn to operate it in such a manner as to obtain at least a fair degree of efficiency from it and keep the expense for repairs at a minimum?

To have a tractor that will answer these questions—all except the last—satisfactorily is a

thing that the dealer should consider. The tendency is to devise an all-purpose machine whereby one man can do the work formerly done by several men—in short to solve the farm labor problem. This does not necessarily mean a large and heavy machine, but rather a tractor that will have sufficient power to suit the class of work aimed at, yet to be efficient and economical under all conditions.

Concerning Fire Insurance

We have steadily pointed out the enormous fire loss per capita that Canada has the pleasure of paying annually. Assuming that no sane dealer will overlook so important a factor connected with his stock and warehouse as fire insurance, there is one point on which the dealer who buys insurance may be somewhat vague. That is the clause in the policy which is known as the "eighty per cent clause."

The policy usually states that it is expressly stipulated and made a condition that the company shall not be liable for any greater proportion of loss than 80

per cent actual cash value of the property described in the policy. At first this appears lop-sided, but, as a legal expert points out, the object is to get the insured to carry at least 80 per cent as much insurance as the property is worth—the companies admit that. If you do not carry 80 per cent then the company's liability drops below 100 per cent of the loss in case of fire.

Let us illustrate that. You have a stock worth \$5,000 and the policy of insurance which you carry on it contains the 80 per cent clause. Under this, to protect yourself, you should carry at least \$4,000 insurance. If you do that, you can collect for the full loss, provided, of course, it is not more than \$4,000.

Supposing that only \$3,000 insurance is carried. A fire occurs and the loss is \$3,000. Instead of collecting \$3,000 you only collect \$2,250, for the reason that the clause says that if you do not carry 80 per cent of insurance, the company shall be liable only for the proportion of the loss that the amount of your insurance bears to 80 per cent of the full value of the property. If the amount of your insurance is only half of 80 per cent of the full value of the property, then the company will only be liable for

one-half the loss. To be more clear, the \$3,000 you carry is three-fourths of \$4,000, which is 80 per cent of the full value of the stock. Therefore, the company will pay three-fourths of the loss, or \$2,250. Assuming that your stock is worth \$5,000, and that you carry only \$2,500 insurance—or 50 instead of 80 per cent of the full value. If the loss is \$3,000, you will collect \$1,500, just 50 per cent.

A Great Plow Factory

Away back in 1837 a Vermont blacksmith, who had migrated to Illinois, produced the first steel plow. He knew that cast plows had been made and used successfully in the east, but in the rich, black loam of the west they would not scour. So John Deere bent an old saw blade over a log and made a moldboard. The more this plow was used, the brighter and smoother that moldboard became. No longer was it necessary for the plowman to carry a paddle to scrape and clean his implement.

Ten years later, in 1847, John Deere established his first real factory at Moline, and already 10,000 of his plows were selling annually. To-day the mammoth factory of Deere & Company, with a floor space of 35 acres, turns out 450,000 complete implements annually. It also makes one million extra shares for plows already in use. It needs a vast amount of material to make that output: 50,000 tons of iron and steel, 35,000 tons of coal and coke; 300 tons of corundum and 200 tons of emery for grinding, also a thousand tons of oil and paint to finish the plows.

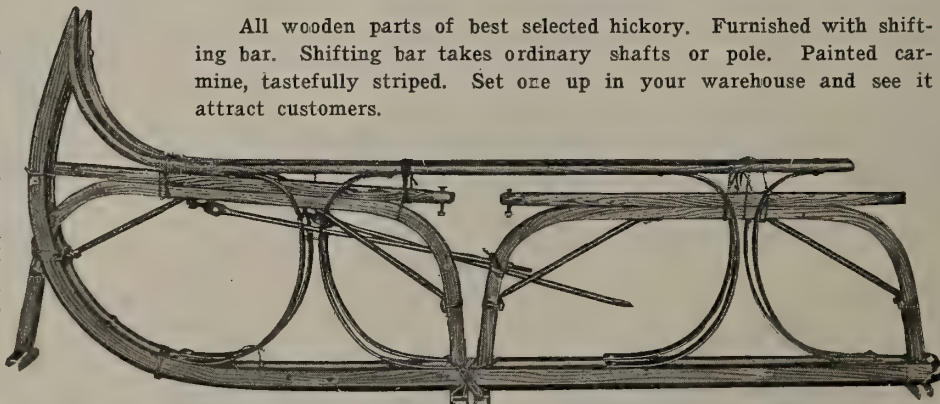
Deere & Co. now manufacture nearly one thousand styles and shapes of plow bottoms, and from a capital of half a million dollars in 1868 it has grown to a concern with fifty million dollars worth of stock this year. In 1877 the Deere & Mansur Co. was incorporated to produce corn planters. To-day, employing 800 men, they produce as well as planters disk harrows, cutters, hay loaders, listers and huskers and shredders. In 1854 the John Deere Wagon Co. was originated, and from a little shop with a mere handful of mechanics it has grown to one of the biggest factories of its kind, employing 500 men. Add to this the grain binder factories of the Deere organization, the Marseilles Company and the Velie Carriage Company, the products of which are sold through the Deere houses, and one readily sees that the man who produced the first steel plow was one of America's pioneer captains of industry.

SELL KNOCK-DOWN CUTTER GEARS

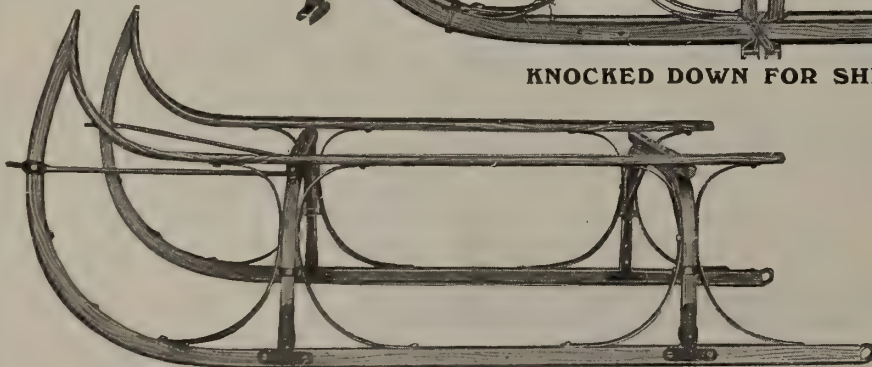
Get a Supply Before the Snow Flies. It will Pay You.

Runners $1\frac{1}{4} \times \frac{7}{8}$; knees bent $1\frac{1}{4}$ in. square, reinforced with $\frac{7}{8} \times 3/16$ steel scroll braces. Shoeing $\frac{7}{8} \times \frac{3}{8}$ steel; track 3 ft. 2 in.; run 5 ft. 2 in.; length 6 ft. over all; height 18 ins.

All wooden parts of best selected hickory. Furnished with shifting bar. Shifting bar takes ordinary shafts or pole. Painted carmine, tastefully striped. Set one up in your warehouse and see it attract customers.



KNOCKED DOWN FOR SHIPMENT



SET UP READY FOR USE

Strong, Finely Finished, Best Materials

Any Buggy Body can be attached in a few minutes. Shipped in the knock-down—saves freight—easily stored. A boy can set up or dismantle them.

VERY LOW PRICE. SEND YOUR ORDER TO-DAY.

THE
BEST
PLACE

D. Ackland & Son, Limited

Calgary
Edmonton



65-68 Higgins Ave.
Winnipeg

THE
BEST
GOODS

Self-Greasing Axles

A concern in Missouri has perfected an inexpensive self-greasing vehicle spindle which is adaptable to any and all steel spindles having a nut. The spindle is of any size or style and the grease is automatically released by the last few turns of the nut on the spindle. The oil passes up the hollow spindle, down a cross hole and onto the surface of spindle. By this device vehicles can be greased without the use of a jack or taking off the wheel. The hollow cap nut has simply to be refilled.

while the United States sends 21 per cent, mostly hardwood, and Ontario and Quebec together provide an equal amount, of which over half is pine. Of the total quantity used a little over 16 per cent was cut in the Prairie Provinces.

Known Stock Sells Best

There are plows, wagons and cream separators regarding which the farmer does not even know the names. It is obvious that it is a harder business for the dealer to find sales for such lines in his territory compared with what would be the case if he were handling goods which were known by prestige, reputation and consistent advertising. Poor goods will not, however, sell indefinitely, give them as much publicity as you care.

Dealers who steadily push advertised goods testify to their value in a selling sense, as well as in actual value to the customer. These men have found the way to better results, and any dealer can profit by their experience. The secret of success in retailing in these days is to give the public the goods it knows and wants. The "just-as-good" theory will not pan out.

No dealer can do a profitable business these days if he is trying to sell slow-moving unadvertised lines of implements or vehicles. People know certain plows, buggies or cutters and want them in preference to others. What you require in your stock is turn-over, the goods that sell, not the goods that stand on the warehouse floor taking up space and sticking in your store season after season.

A Light-Draft Wagon

In aiming to produce a wagon that will pull fifty per cent lighter than the ordinary wagon, a wagon manufacturing concern in Ohio has just put on the market a wagon that reduces friction to such an extent that it is claimed the draft is cut down from twenty-five to fifty per cent. It is also stated that the efficiency of the wagon is greatly increased. This is done by means of a patented rotary bearing.

This bearing consists of a patent steel axle upon which revolves a rotary sleeve. Outside of all this is a permanent wheel box extending through the hub and the whole reduces the friction materially. That this is true is shown by the fact that the axle requires oiling not oftener than

once every thirty days. This means a saving in oil bills and as the draft is lighter, it is a saving of horse flesh, a saving in time and an increase in the weight of loads carried.

Take an Interest

Act as though you owned stock in the business, young man. If you don't the chances are you will never reach the place where you can own stock—take an interest in the business and you will find it much easier to cause others to be interested.

Thrift

The principal job ahead of the people of Canada just now is to save money.

Eighty-eight per cent of men over 65 years of age in this country are dependent for support either upon their children or upon public charity.

There are two things that a surplus saved will prepare you for—they are Opportunity and Emergency.

The difference between the clerk who spends all his salary and the clerk who saves part of it is the difference—in ten years—between the owner of a business and the man out of a job.

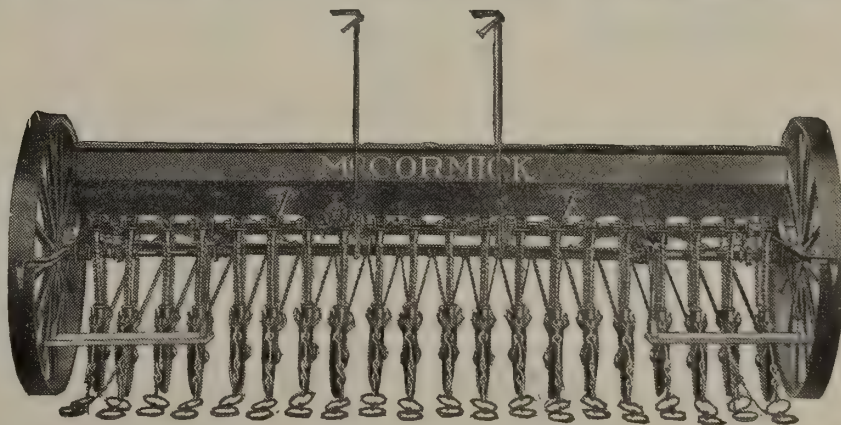
Lumber used in the Canadian West

A recent bulletin issued by the Director of Forestry, Department of the Interior, Ottawa, is entitled "The Wood-Using Industries of the Prairie Provinces," and it can be obtained free upon application to the above address.

This bulletin gives the total amount of timber used in the different factories in the Prairie Provinces, the kinds of wood and where grown. The figures show that almost half the imported timber used in these industries comes from British Columbia,

McCormick Drills Make Sales Easier and Larger

A McCORMICK Drill sold by you, as soon as it begins to put the seed in the soil of the farmer who bought it, begins to bring extra dollars into the pockets of not only the owner—but of yourself, the agent. That is the good influence that reacts back on you from



McCORMICK DRILLS

General principles, design, frame and detail construction are combined to best suit Canadian soil, Canadian farmers and Canadian horse flesh—for practical use.

Practical ends in view led to the perfection in oiling system, adjustments, bearings, the design of the disks and shoes for correct drilling, the sagless frame and feed construction, etc., etc.

Now is a good time to think of the McCormick Drill agency. Why not drop a line to the nearest branch house for particulars?

International Harvester Company of Canada, Ltd.

BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.

Jim, the Implement Man

At the recent annual convention of the National Implement and Vehicle Association, held in Indianapolis, P. T. Rathbun, president of the National Federation of Implement and Vehicle Dealers' Associations, gave a splendid address on the above subject. Mr. Rathbun said in part:

"I speak on behalf of the great army of dealers who are ambitious to do a clean, honorable, profitable, retail implement and vehicle business; who have homes they love to support; families they hope and plan to become honorable, educated and worthy citizens; communities where their all in material interest is invested, which they long to see aggressive communities, a worthy and satisfactory place in which to raise a family and call home. This Jim, whom I wish you to know better, is not void of either ability or capital; though in common with most of the world, is perhaps burdened with neither. He knows goods, and knows men—at least his customers. He combines more than you have the right to expect, the salesman, the collector, the expert, the mechanic, the credit man, the banker, the buffer between maker and user of your wares. He has had enough of complaint to sour a less well-balanced nature; enough of disappointment and discouragement to dishearten a man of less character and strength; enough imposition to make him distrust all mankind were he himself less worthy the full confidence of both

manufacturer and farmer; and, with all enough hard work to make him the man of strength he is. He has a stock of goods, perhaps too large, at least often too expensive; some display system, usually not beyond improvement; a general idea of what business costs are, and an ambition to find that elusive end we call "profit." He is aggressive, ambitious, trustful and trustworthy, as honest as any similar number of men on earth—that is Jim, the subject of my address, the Average Implement Man.

"I make no excuses for him, and offer no apologies in his behalf. Neither do I ask favors for him. He is largely moulded and fashioned by you, who create and control to a great extent the conditions of his competition. Why not try to understand him?

"Notice briefly with me, please, some of his limitations; his requirements and deficiencies; his allies and his deserts.

"His inheritance from the agency days, when goodwill of the community and contact with the buyer, rather than the essentials of a successful merchant, salesman and collector were required, includes to a great extent a lack of proper respect or appreciation of his position on the part of many wholesalers, and only a partial understanding by many more. By most manufacturers, he was until recently, and by many is yet considered as more or less an expensive nuisance, to be avoided or circumvented if possible; recognized where unavoidable, but ignored where favorable conditions

make such a choice possible. We maintain he is rightly just as much an essential part of any wholesaler's sales force as any other unit so employed.

"The policies of some wholesalers indicate, however, a conception of the dealer, suggesting that if business can in some sections be secured through him to apparent advantage, use him. If he is stocked with other lines, ignore him. If he is alive enough to demand the protection his position assumes, abuse him. Bounded and restricted by county or community lines he has seen the manufacturer solicit and sell his customers direct; induce by glowing terms of a sure rich reward unprepared new dealers created as agents first for some particular line.

What He Needs

"First. More self-reliance. Taught oftentimes by the salesman of whom he buys, many dealers learn to rely too much upon the factory for special help in making sales, setting-up, or making settlements for goods.

"He needs, too, a better appreciation of rational trade ethics. The large view of the trade acquired by contact in the various fields should so equip the wholesaler and his assistants that they in turn might convey to the dealer at home a better understanding that business can and more profitably will be conducted when competitors deal with and toward each other as honest, fair-minded neighbors.

"He needs accurate detail information as to costs, profits, records. At first thought it would seem he has become surfeited with information along these lines. True, a vast amount of work has been done, and valuable information disseminated on these most important subjects; but the abject ignorance or lack of personal application is yet appalling.

"The dealer needs surrounding competitive conditions that make profit possible; not for the idle, shiftless, ignorant, but for Jim as I have described him."

New Avery Catalogue

The Avery Co., of Peoria, Ill., manufacturers of Avery gas and oil tractors, and of the famous "Yellow Fellow," as well as of a first-class line of motor trucks, and of engine plows of various designs, has just issued a new catalogue carrying considerable information about the entire line. This catalogue, attractively bound and printed, will be sent to any interested dealer upon request.

A New Rumely Tractor

A new product of the Advance-Rumely Company is the Rumely General Utility tractor, a new light weight machine for two plows and general work about the small farm. The weight of this machine, which is now being tested out, will be 5,700 pounds. It is of three-wheel design, two wheels behind. The motor is of the automobile type, as is also the transmission system.

Comparatively low price, absence of vibration, compact machinery, light weight and great power are the principle advantages claimed for the machine. The tractor, however, is not merely for plowing, but will pull harrows, discs, drills, binders and wagons. It will also run a small size grain separator, operate silage cutters, shellers, feed-mill and sawmill rigs.

The wheel base is 10 feet, total length 16 feet; the drive wheel is 26-inch face by 4 feet 8 inches high. The engine, with 4 cylinders, produces 15 H.P., and it is stated by the company that the general design of the tractor will prove it to be powerful, efficient and reliable.

Rotary Cultivation in France

Reports from France indicate that the trials of rotary cultivation held at Grignon in autumn of 1914 were disappointing, since they show that the results obtained by rotary cultivating machines only gave a yield this year of between 8 and 11 per cent below yields obtained with plows or hauled. The exponents of rotary cultivation base their theories upon the principles of dry farming, but these principles cannot be applied to climatic conditions in Europe, says a French agricultural authority. From point of view of European cultivation, the rotary machine does not compare favorably with the tractor plow or plowing by oxen.

The Ultimate Value

Cheap things are made for people who cannot pay more; who are forced to get along the best way they can. The people who buy goods or services in this way invariably pay out more in the end by having paid less in the beginning. The real cost of a machine or implement is not the price the farmer pays but the use he gets out of it. The value of farm machinery should be based on the efficiency of the machine and the work done. The price is of secondary importance.



THE JUMBO LINE High-Grade Gasoline Engines

Jumbo Engines are made in 1 3/4, 2 1/2, 4 1/2 and 6 H.P. Economical in operation, simple and reliable. On skids, strong iron sub-base or trucks. Battery or magneto ignition.

SELL LITTLE JUMBO FEED MILLS

Strongly made. Capacity 10 to 30 bus. per hour. Burrs 6 inches. Pulley 6 x 4. Large capacity; small power consumption. Fine adjustment. Investigate these winners. They mean money to dealers.

Get our
Prices
and Agency
Proposition.



You can sell Jumbo Goods in your Territory. A post card will bring you full particulars promptly.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
Western Canadian Jobbers

Tudhope-Anderson Co. Limited

Winnipeg

Regina

Saskatoon

Calgary

The Need for Small Motor Plows

With several millions of men and horses removed from the ranks of workers, the European nations will after the war experience a very urgent need of motor plows and other agricultural motor machinery, and they will draw as heavily as possible on American supplies in these lines, even to the extent of placing their farm mortgages largely in the hands of American investors. As the demand for self-propelling machinery up to July, 1914, was limited only by the shortcomings in construction which made it suitable and profitable only for very large estates, and favorable soil and surface conditions, the attention of designers has been turned strongly to the small working unit, and a large number of motor plows supposed to meet the requirements of the farmer of moderate means have made their appearance, but with regard to none of them have decisively favorable results in practice been recorded. No firmly organized co-operation of constructive and agricultural insight seems to have been effected anywhere to solve the knotty mechanical and economical problems involved, each designer apparently fancying that he can strike a happy solution alone with a few picked-up bits of information with regard to the many different things which the average farmer must be able to do with the machinery in order to make it pay, while the farmers usually imagine that they ought to be enabled to farm with machinery on just the same plan which they have always followed, say "The Engineer," London.

With this great tendency toward the small unit, there have been many small auto plows of poor design produced, but one type which has attained great popularity in England has a very commendable design.

It is propelled by a single-cylinder gasoline motor of $8\frac{1}{2}$ h.p. with a two-speed gearbox. The drive is by chain to a jack-shaft and from it by sliding gears to the wheel shafts. Clutches on the latter permit either wheel to overrun the other for steering purposes or to drive either wheel alone when the other is raised. The controls for these movements are under the left and right plow handles when the operator is walking. To make one wheel run in the furrow and the other on top of the land, each wheel is mounted on a radial arm capable of movement around the driving pinion.

The right wheel is guided by means of a handwheel and screw-and-nut steering gear. When turning around at the end of a furrow the whole frame of the machine must be lifted on the left side in order to prevent the two plow-shares from sticking into the ground while the turn is made, and for this purpose a special lifting arrangement has been devised. It consists of a double set of ratchet teeth on an extension of the radial arm carrying the left traction wheel. Two pawls are operated by a single lever on the plan that when one pawl is engaged the other is released. When the upper pawl is released the frame falls by gravity to the required position, the depth of the plowing being set by the

handwheel and screw also used for guiding the right traction wheel. At the end of the furrow the lever is thrown over, disengaging the upper pawl, and the pressure of the teeth of the pinion engaging with the gear ring of the traction wheel is sufficient to raise the frame, the driving pinion climbing around the gear ring, while the movement of the lever in removing the upper pawl permits the lower one to fall into place and retain the frame in its elevated position. Thus the plow-shares are lifted to the surface of the ground without stopping the machine, and then, by driving one wheel alone, the plow is swung around one wheel as a pivot.

Don't be content to simply fill orders. Anyone can be an order-taker, but it requires salesmanship to sell goods.

Mr. Retailer

Keep on advertising. If you stop the people who buy will forget that you are in business. Just because you have been in business for twenty years or more is no sign that you should stop advertising. Keep the lick up. You never heard of a mail order firm stopping their advertising just because they had been in business for a long time.

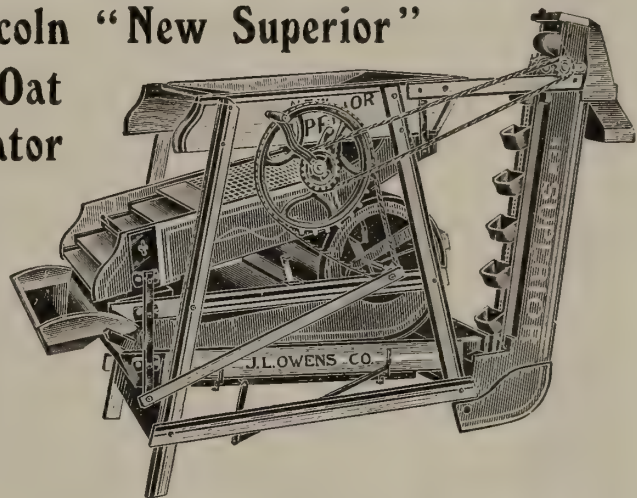
A Fertilizer Ditty

(After Kipling, who likewise has No Thatch)

A fool there was and he made his prayer
(Even as you and I)
For a recipe that would grow some hair;
The fool divined it would make him fair
To have some thatch where his bean was bare
(Even as you and I).
The fool guessed wrong as he often does
(Even as you and I).
He couldn't be handsome or fair because
As long as his face was the face it was
(And here is the bitterest part to us!)
(Even as you and I).

King of Wild Oat Separators The Lincoln "New Superior" Wild Oat Separator

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.



Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers. Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

SPECIAL NOTICE TO DEALERS

All our wheat and barley gangs will, as heretofore, be made of zinc. Having anticipated the great advance in the price of zinc, we protected our customers by purchasing a stock sufficient for our 1916 requirements.

It is, therefore, not necessary for us to substitute wire, or any other kind of sheet metal, for the zinc used in the construction of our wheat and barley gangs.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 PRINCESS STREET WINNIPEG, MAN.

SELL SPECIALTY GOODS

The implement dealer who handles a good line of specialties has no "off" season. They sell the year around, giving good profits and quick turnovers. We have the largest line of specialties in Western Canada—fully guaranteed goods of proven worth. Our service is prompt. Let us quote you our prices. We carry:

Famous Kelly Duplex Feed Grinders

Shafting, Pulleys and Hangers Horse Power Sweep Grinders
Farm Wagons and Sleighs Safes and Vault Doors
Electric Lighting Plants Wheelbarrows
Traction Engines Pumps and Cylinders

Washing Machines (Engine and Electric)

Steel Granaries Cream Separators Road Machinery
Bag Trucks Wire Fencing Feed Cutters Culverts
Barrel Trucks Harrow Carts Steel Bridges Trucks

—and many other specialties not mentioned

Ask Particulars of Any Item

HENRY RUSTAD 243 Princess Street
Winnipeg, Man.

Credit Men Meet

On Thursday, October 28, the Winnipeg members of the Canadian Credit Men's Association held a very interesting meeting in the Fort Garry Hotel. A large number of the Retail Merchants' Association were present, and the main feature of the evening was a discussion as to the effect of the mail order house and co-operative purchasing upon retail trade. In an eloquent speech H. Chevrier, a retail merchant, ably outlined the difficulties of the retailers in regard to these trade features. Considerable discussion followed on such points as: Wholesalers and jobbers selling to catalog concerns, the retailers' laxity in the matter of extending credit, the question of manufacturers' price at retail, small debt courts, etc. S. R. Tarr, managing editor of "Canadian Finance," upheld the

growth of co-operative buying as an economic development that would assuredly grow in scope. He stated that this development might not necessarily eliminate the retailer, but to cope with it the retailer must pursue better business methods or get out of the game.

The general opinion of the wholesale representatives present seemed to be that the retailer was too apathetic; he was obsessed with his own troubles and did not try to better conditions by increasing his service to the community; wholesalers and manufacturers had their troubles also, but they worked to find a solution for them. Comment was also made on retailers retaining the obsolete idea that one per cent was a sufficient margin of profit to do business on, while it was pointed out that much good could be done by some system of publicity to educate the retail merchant along the lines of the cost of doing business.

Considered from a wide perspective, the credit men do not seem to regard closely enough the ultimate effect of mail order and co-operative buying in Western Canada. We admit that the retailer has many faults; does he get the educative assistance he might? Could not the credit men, through their official organ, pamphlets, trade journals and local papers, start an educative campaign to better the retail methods of doing business, and to point out the economic fallacy of sending money out of the community to the distant city? It is pleasing to report that committees were appointed by both the retailers and credit men to look into the troubles of the retail trade so that some existing evils could be eliminated or counteracted. We trust that these discussions from both sides of the question will tend to what we have always maintained—that a course of publicity to the retailer, an analysis of his troubles, not in the large city retail store but in the small country store, will do much to better existing conditions.

Trade Circular or Ad?

Multiply the waste of trade circulars by their cost, both in postage and printing, and then draw a direct comparison with the same message when put through the columns of the trade press, the standardized-medium for reaching the dealer. Of course, the efficiency of the trade paper in different industries varies; but as a rule there is at least one first-class medium in each field.

Dollar for dollar, effort for effort, idea for idea, the opportunities for cashing in are much greater in the trade press than in the trade circular. Some advertisers talk of putting more ideas and more power into their trade circulars to lift them out of the ruck and give them a better chance at the retailer's attention. Why not put the same time and effort into the trade paper copy?

France Wants Motor Machinery

The French Government recently issued an order under which subventions may be granted to agricultural syndicates and co-operative associations, also to municipalities purchasing farm power machinery. The maximum amount the Government supplies is one-third of the purchase price—except in the northern districts, which have suffered from the war. In the latter case the Government places the limit at one-half of the purchase price. By this step it is hoped to aid agriculture in France as the scarcity of farm labor is very great owing to the number of men engaged in military work.

Proper Business Principles are Essential

The good, experienced salesman of irrepressible energy is never a failure. To fully succeed he must thoroughly know his business. Before a man is allowed to go into any business that brings him before the public, from a ham sandwich lunch wagon on the street corner to the largest wholesale department store, he has to pass an examination to see if he knows enough about the business

he proposes to conduct, to run it without injury to his competitor or himself, and every man who has been a success in any line of business will tell you that the good business man never causes any trouble.

If we had a law that demanded of an implement dealer the same knowledge of buying and selling that the law demands of the druggist we would have very few failures in business. This leads to the natural result of cutting down the high cost of living, for every business failure costs money and has to be made up in some way, and the ultimate result is that the customer must foot the bill.

In the Grand Stand

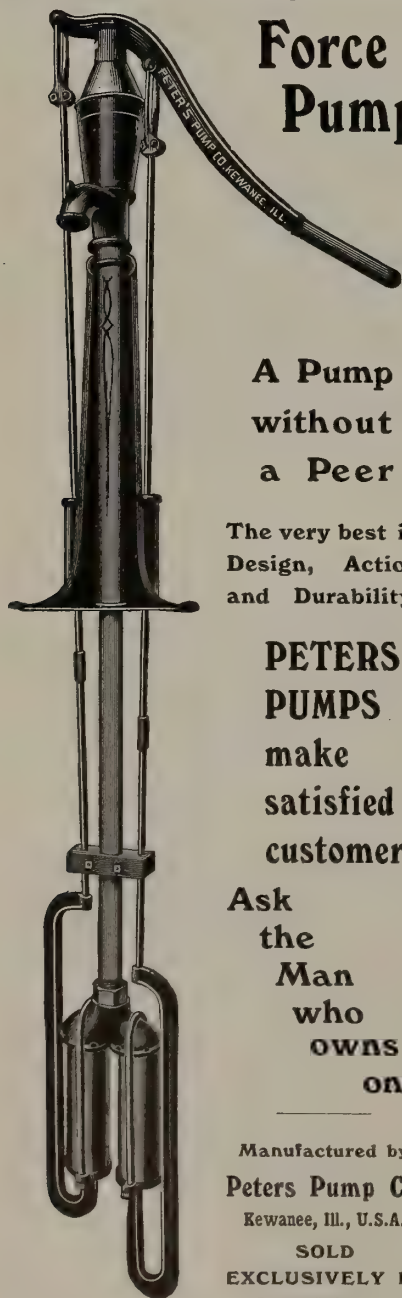
"Bredern, der'll be no dihvissions ob folks when dis little flock am in glory!" shouted the Reverend George Washington Babbitt during his sermon. 'Ahl will be, 'lub one anuthah evah moah.' If de white folks 'tempts to put up any high boad fences to hide dem chariaht races from oor view, we'll roll orr Hallelujahs ober an' ober dat fence an' bombahd der heads, an' if dey doan like it, dey can jest go to hell!"

Sales Follow the Tractor

The most shining example of what the small tractor can do for the dealer is its ability to clear the road for other sales. The tractor is recognized as the natural leader among farm machines. With a tractor on the farm, engine-plows, large drills, ensilage cutters, power balers, power pumps, manure spreaders, small separators, etc., naturally follow. The tractor is the entering wedge for mechanical farming. The tractor has to come first and the other machines naturally follow as the developing resources of the farmer permit. As the farmer observes the object lesson of economical farming in some lines, it is the most natural thing in the world for him to hasten the power evolution on his farm by giving his tractor something to do every day of the year.

Peters Double Cylinder

Force Pump



A Pump without a Peer

The very best in Design, Action and Durability.

PETERS PUMPS make satisfied customers

Ask the Man who owns one

Manufactured by
Peters Pump Co.
Kewanee, Ill., U.S.A.

SOLD EXCLUSIVELY IN CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write nearest Branch House for Particulars



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

**Get His Prices Before You Order
Brandon Pump & Windmill Works**

Brandon Man.



If I Were an Implement Dealer

By F. W. Heiskell, I.H.C.

I Would Divide my Activities Under Three Heads:

1. Interest in community.
2. Store and stock.
3. Advertising and salesmanship.

Interest in Community

Make personal visits at regular intervals on all customers.

Study needs of individual farmers.

Suggest improvements and plans for future development of farms.

Attend farmers' institutes and short courses.

Hold demonstrations of machines.

Bring experts to talk to farmers.

Encourage better farming methods.

Distribute and encourage the reading of educational literature supplied by manufacturers, also boost good farm papers.

Bring farmers and city business men together for conferences.

Assist in the marketing of the farm produce.

Make the town inviting to the farmer and his family.

Stock and Store

Buy according to known needs of customers.

Give preference to advertised lines, other things being equal.

Keep stock and store orderly and attractive.

Always have sample machines in running order and well displayed.

Keep full stock of repair parts.

Advertising and Salesmanship

Make faithful use of local newspaper space.

Keep windows interesting.

Solicit advertising helps from manufacturers.

Keep their literature well displayed.

Make good use of signs.

See every traveling man.

Treat every customer courteously.

Establish reputation for prompt service.

Establish reputation for square dealing.

Establish a reputation for seeing that all machines sold give satisfactory service.

Never dispute with a dissatisfied purchaser.

Watch closely inventories, credits and collections.

Belong to dealers' association and attend conventions.

Read at least one good trade paper.

Read a few good farm papers.

Read The Harvester World.

Keep an up-to-date prospect file.

Have good mailing list and use it.

Keep a record by years of purchasers, make and size of every implement sold.

A New Threshing Machine

An Alberta inventor, J. Clove, recently completed experimenting with a new type of threshing machine which he has produced—being the sixth of the type which he has tried out. It is claimed by this inventor that his thresher is an improvement on all existing designs, as it is a combination thresher and fanning mill. Power is provided by two 60 h.p. automobile engines, one of which propels the machine while the other runs the thresher—each being independent of the other. Both engines are in front of the machine, which is steered by a handwheel, like an automobile.

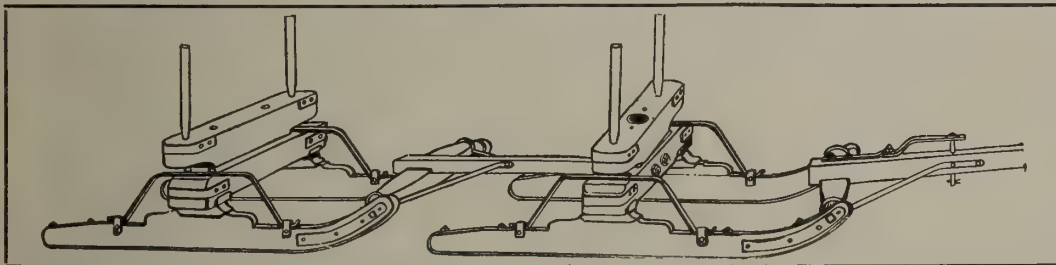
The machine seems unwieldy—being 36 feet long over all, and as high as the ordinary separator. It is geared down to travel at about three miles per hour. The inventor claims that his machine is a labor saver as it only requires six men to keep it busy. From ten to fifteen per cent more grain is another claim advanced, the grain sheaves being fed direct in-

to the machine, and not hauled by wagon as is the usual method. As the machine moves along threshing the crop the straw is thrown out behind on to the stubble. Being burned as it lies, it is claimed that the fertilizer value is evident. It can, however, be collected by a horse rake if desired. The cost of threshing by this machine, Mr. Clove calculates at two cents per bushel, while its capacity is said to be 2,000 bushels of wheat per day.

Giving Vehicles a Fair Show

Vehicle buyers prefer to trade with dealers whose samples and stock are kept in a manner that shows the dealers to be as much interested in this line as in his others. When customers are taken into a back room often littered with trash and old machines, or asked to climb over a plow or harrow before they can see a job at close range, whatever intention they may have of buying from the dealer is likely to fade away. They may do what he asks but the chances are ten to one they will listen to his story indifferently and then go elsewhere in the hope of finding a sample display more pleasing to the eye.

LEAD THE TRADE IN YOUR TERRITORY



The Tudhope-Anderson Agency assures the Implement Dealer of no Slack Season. Here we have two money-making lines.

Empire No. 2 Sleighs

CAST OR STEEL SHOES

"The Sleigh that is Built to Last"

Handle the Empire Sleigh and you can control the sleigh trade in your territory. Built by experts and from the best materials. Thoroughly tested—and our guarantee goes with every sleigh. Runners 2, 2½ and 3 inches; depth, 4½ inches; length, 6 feet. Track 36 and 40 inches. Bolster 38, 40 and 42 inches. Price very reasonable.

Empire Sleighs have selling points in every feature of their construction. Oscillating Runners of white oak. Heavy Rave Irons. Extra long shoes. Benches and Bolsters of seasoned birch and maple, with heavy steel wearing plates. King Bolt of extra stiff steel. Either long or short poles, strongly braced. Neat in finish and design. Get prices and particulars to-day.

"Winner" Separators and Cleaners

In Three Sizes: 24, 32 and 40 Inches

We guarantee the "Winner" to have double the capacity of any other fanning mill and to do 75 per cent better work on all kinds of grain and seeds. Capacities: No. 1, 30-40 bushels per hour; No. 2, 40-60 bushels; and No. 3, 60-80 bushels. Very easy to operate and gives perfect results. Built throughout of the best materials. Furnished with or without Bagger. Separates, cleans and grades the grain as does no other machine. Have one on your floor and show your customers how to save dockage and cleaning charges. With a "Winner" they can market clean grain and conserve their screenings. Why should they pay the elevator for cleaning when at a very reasonable price they can purchase a "Winner" Separator. A postal card will bring you full particulars and prices of this profit-builder for farmers.

ASK ABOUT OUR AGENCY PROPOSITION

Tudhope-Anderson Co., Ltd.

WINNIEG

REGINA

SASKATOON

CALGARY



A New Principle in Cream Separators

In view of the recent tests made by experiment stations throughout both the United States and Canada, in which it was shown that about 90 per cent of all cream separator users were turning their cream separators below proper speed, and losing, collectively, millions of dollars a year in cream profits, which might have been saved if the separators were operated correctly, it is interesting to note that a new principle cream separator has been patented, which it is claimed will skim clean no matter whether the speed of the crank be fast or slow



The newly patented Suction-feed Cream Separator, which skims thoroughly at any handle speed. Turning handle faster than normal increases the capacity.

—an invaluable feature absolutely new to cream separators.

In addition to this valuable feature, another advantage stated for this new machine consists in its ability to produce cream that is uniform and even in density at varying speeds of the handle.

The capacity of this new machine, which is being manufactured by The Sharples Separator Company, one of the oldest cream separator companies in the United States, is termed "raisable," in that it may be increased at will simply by turning the crank handle faster than normal speed.

The new "suction-feed" principle, upon which the design of the machine is based, operates as follows: The speed of the machine creates a suction in the bowl which draws milk into it through a hole in the bottom. Consequently, the higher the speed, the

more milk is sucked in, and vice-versa.

It is obvious that a very high centrifugal force is necessary to accomplish both functions, and this is made possible by the singular construction of the bowl, which is in the form of a steel tube ranging in length from 12 to 18 inches, and varying in diameter from $1\frac{3}{4}$ to $2\frac{1}{2}$ inches. This bowl is suspended from a single ball bearing at the top, being driven by gears which run in a spray of oil in an enclosed case, giving full protection from dust and foreign matter of every kind. The bowl, owing to the high gearing, has a normal speed of 16,000 revolutions per minute, which is very fast compared with the speed of the ordinary cream separator.

The small diameter of the bowl, and the high speed, creates a very powerful centrifugal force, which has the effect of separating the cream and skim milk very quickly and completely.

By the suction feed principle, when the speed is high and a large amount of skimming force is

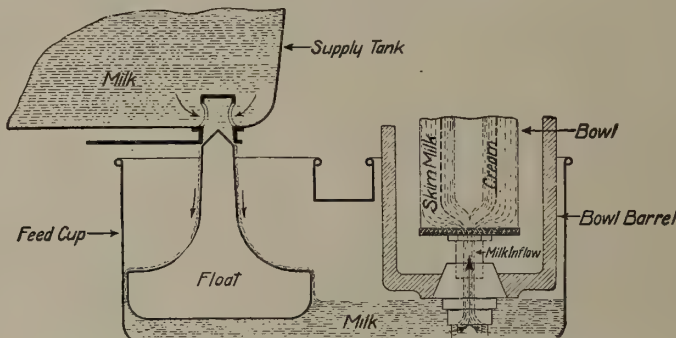


Diagram shows action of the Suction Feed. The float rising automatically, shuts off flow of milk. Revolution of bowl creates suction, drawing milk into it at bottom. Rise and fall of centrifugal force increases or decreases suction.

present, the suction through the bottom of bowl is intensified and an equally large quantity of milk passes through the bowl. As the machine slows down, the centrifugal force diminishes, the suction is reduced, and a smaller quantity of milk is received by the bowl. It is, therefore, apparent that the skimming force and milk feed rise and fall together, so that no more milk can enter the bowl at any time than can be skimmed perfectly clean by the skimming force being produced. The capacity of the new machine, that is the amount of milk possible to separate in one hour, is regulated by the suction feed principle. Thus a suction feed separator, in one of the average dairy sizes, which skims 400 lbs. per hour, at 45 turns, is stated by the manufacturers to skim 500 lbs. per hour by simply increasing the crank speed.

As all separator dealers are aware, it has been absolutely necessary to turn all separators at a given speed, ranging possibly

from 45 turns to 60 turns per minute, depending on the make of machine. A variation in speed, or a lack of maintaining the speed, means that clean skimming does not follow, while a large percentage of the cream is lost. At exactly normal speed, as called for by the respective machines, clean skimming is possible, but the separator user is too often unable to keep the speed exactly right, with consequent loss of cream separated. The fact that this new suction feed separator is claimed to skim clean at any speed, high or low, eliminates the factor of the operator not maintaining a proper speed with consequent loss.

Recent tests at the Experiment Station of Purdue University, Lafayette, Ind., as published in Bulletin No. 150, state that "if the separator is to yield milk of uniform richness it must be given the same speed at each skimming." This is possible only if the operator times himself with a watch at frequent intervals, or by the use of a patent speed indicator.

The absence of this precaution renders the work unreliable. The operator usually over-estimates the amount of work he puts into the machine; the machine is run at too low a speed. Even the same operator may vary the speed very considerably at different times, and when operated by different persons there can be little uniformity in the speed of the crank revolutions.

In these tests it was shown that low speed produced very thin cream, while high speed yielded cream with a very high percentage of fat. Richness of cream varied from 10.8 to 62.1 per cent fat, according to the speed applied. At low speed, states this bulletin, over one-half of the fat was lost in the skim milk. These facts indicate the excessive loss of fat due to the use of any speed lower than that indicated on the crank of machine. The speed of separator also effects the amount of cream produced. The lower the speed, the more cream. The increase in cream, however, is

more than offset by the reduction in richness. In the case of a low speed separation the total amount of butterfat is much less than when the separator is run at the proper speed.

In this connection it is interesting to note that a manufacturer of speed indicators conducted extensive tests at U.S. State and county fairs, visitors being asked to turn separators of different makes at the speeds indicated on the crank handles.

It was found that 90 per cent of the individuals who participated found it impossible to maintain the requisite speed even for a brief period. It would, therefore, seem that careless driving of the separator is a source of considerable loss, since experiments have proven that a drop in speed of two or three revolutions per minute is sufficient to cause a cream change from 35 per cent to 17 per cent. In view of this it would seem that the invention of a cream separator which purports to skim equally clean at any speed and deliver cream that is uniform in density at any number of turns per minute, would result in increased profits to dairymen while preventing the collective losses inseparable from irregular driving of the cream separator.

Observation Car on Grand Trunk Pacific

In keeping with their policy of service to the travelling public, the Grand Trunk Pacific has recently inaugurated an Observation Car service from Edmonton to Prince Rupert. Henceforth the train departing from Edmonton at 10.35 p.m. Mondays, Wednesdays and Saturdays, will, in addition to the regular electric-lighted sleeping car equipment, carry a new, commodious and luxurious Parlor Observation car. The car is lighted with electricity, is equipped with buffet for serving light lunches and refreshments. In the forward part of the car there is seating capacity for twenty people, ten on each side, large armchairs comfortably upholstered in a light colored leather, harmonizing in effect with the other decorations. Between the forward and rear part of car a comfortable and spacious smoking room is located. The observation room is exceptionally cosy, being fitted with large plush revolving chairs, wicker armchairs and comfortable lounge.

A very spacious observation platform makes the car complete in every detail; here the traveller may find a seat out of doors amply protected from dust and sun by special construction of car and rear awning, where one may enjoy the beauties of the changing panorama, scenery unsurpassed and indescribable, through Jasper Park and by the towering giants of the Rocky Mountains range, or, as they have been aptly named, the "North American Alps," including some of the finest of Mountain Scenery, among others, standing out in bold relief, is the far-famed Mt. Robson, while near at hand are Mts. Rear-guard and Resplendent, with others in the distance. All the way to Prince Rupert, the Pacific terminus, the traveller will appreciate the facilities afforded for viewing the varied scenery by the addition of the Observation Car.

Sell Engines That Stay Sold

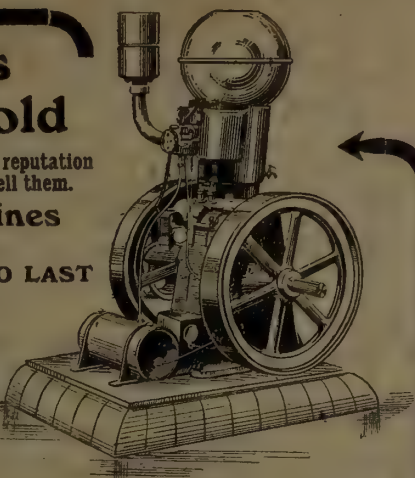
Your customers want an Engine that has a reputation for reliability, economy and efficiency. Sell them.

Lister Gasoline Engines

In 2, 3, 5, 7 and 9 H.P.

BRITISH BUILT and BUILT TO LAST

For power production on the farm Lister Engines are unequalled. No battery trouble—ignition is by high tension magneto. Strongly built; compact design. Automatic Force Lubrication. Very low fuel consumption. Shipped ready to run; no parts to assemble. Get this agency. It is a money-maker.



The Lister Grinder

is guaranteed to grind more feed on less power than any grinder of the same size on the market. Swift and smooth-running. Strong reversible plates. Large worm forces feed into plates so that up to 20 h.p. can be used. Equipped with bagger attachment. Sold with or without legs. Handles all feeds with equal success, and never clogs. Ask for our agency proposition right away.

WE HANDLE:

Lister Gasoline Engines
Electric Light Plants
Grinders Saws Pumps
Lister Milking Machines
Cream Separators, etc.

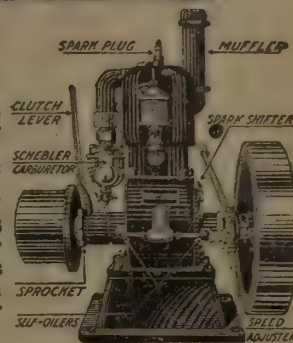


R. A. LISTER & CO., LTD.
WINNIPEG, MANITOBA

TORONTO, ONT. ST. JOHN, N.B.

4 H.P. Cushman Weighs Only 190 lbs.
8 H.P. 2 Cylinder Only 320 lbs.

Cushman Engines are the lightest weight farm engines in the world, yet they are even more steady running, quiet and dependable than most heavy engines, because of Throttle Governor, perfect balance and almost no friction nor vibration. The simple Cushman Governor releases just enough fuel to take care of the load at any moment, thus avoiding the fast and slow speeds at which most engines run. While Cushman Engines are only about one-fourth the weight, per horsepower, of most other stationary engines, they will deliver as much or more steady, reliable power, per rated horsepower, than any other farm engine made.



Note the Many Special Advantages Not Found On Other Engines.

Cushman Light Weight Engines

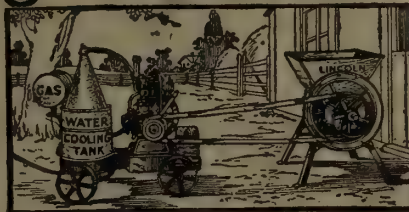
For All Farm Work—4 to 20 H. P.

Are not cheap engines, but they are cheap in the long run, as they do so many things heavy engines cannot do. May be attached to machines such as binders, balers, etc., to save a team. Easy to move around. Moving parts enclosed and run in bath of oil. Run at any speed—speed changed while running. Direct water circulating pump prevents overheating. Schebler Carburetor and Friction Clutch Pulley.

Farmer's Handy 4 H. P. Truck
Easy to Move Around from Job to Job.
Same Engine Used on Binder.

The ONE Binder Engine

The Cushman 4 H. P. is the one practical binder engine. Its light weight and steady power permit it to be attached to rear of binder. Saves a team during harvest.



Dave Linton, Ransom, Ill., says: "I can do everything with the 190-lb. Cushman that I could with an engine that weighed 1000 lbs., and do it better and with a lot less noise."

Ask for our Light Weight Engine Book, sent free.

CUSHMAN MOTOR WORKS OF CANADA, LTD.
289 Princess Street, Winnipeg, Man.

Deering Fluted Force Feed Sells Drills

ARE you thoroughly familiar with the famous fluted force feed used on the Deering Drill? It is well worth close careful study, because it means so much to the farmer.



Seeding construction of Deering Drills is the simplest known. Working uphill or down, with full or nearly empty hopper, with any kind of seed, the seed is deposited evenly, without bunching, in exact quantity desired, and without breaking the kernels. A simple sliding of fluted wheels regulates the quantity. There are no unnecessary gears.

This is one of many good selling features of Deering Drills. It will interest and profit you to study them all. Adjustments, bearings, disks and shoes, oiling system, ease in draft, the strong frame and capacious grain box, all are built for the easiest making of the best seed bed. The nearest branch house will give you information about this profitable agency.

International Harvester Company of Canada, Ltd.

BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.

All-Year Automobiles

MR. IMPLEMENT DEALER: You sell the farmer all that he requires in the way of implements and machinery. You are, therefore, the source from which he should secure his automobile.

The supply of 1916 automobiles will not equal the demand. Whether you are interested in a dealer's contract or a car for your own use, NOW is the time to get details of our ALL-YEAR cars. Each of our lines is known for quality features; the prices are right.

We are distributors for the
BRISCOE REO PEERLESS
HUPMOBILE CHALMERS

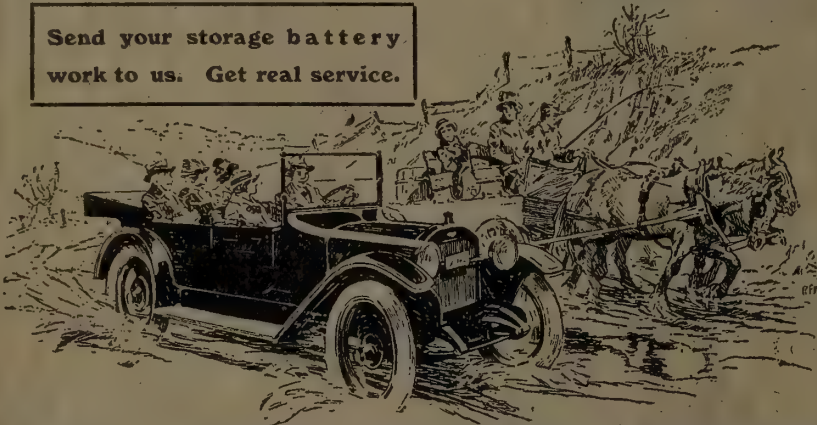
We carry a complete line of repairs and accessories for these automobiles. Write us for full particulars and agent's proposition. It will pay you.

Joseph Maw & Co., Limited

Distributors of Quality Cars

112-118 King St. Winnipeg, Man.

Send your storage battery
work to us. Get real service.



Bull Dog Fanning Mills

Clean Best and Sell Best

Get The Agency For Them

Made in Four Sizes: 24, 32, 40 and 48-inch sieve widths; Capacities 25 to 250 bushels per hour

Why the Bull
Dogs Hold the
Trade

They are general purpose machines and clean oats, wheat, barley, timothy or clover equally well. Unlike other machines they don't fall down on some kinds of grain. They cannot clog, and clean better than any other machine.



The 40-inch Power Bull Dog, with Wagon Box Elevator

Save Grain Dockage, Conserve Feed

Bull Dog Mills are guaranteed to give entire satisfaction. Screens of galvanized wire; absolutely rust-proof; 12 sieves and screens furnished with each mill. Positively automatic feed; adjustable blast and blast board. Any length of bagger can be furnished, also power attachments for 24 and 32 inch mills. Let us tell you about this business-builder.

Write for Prices and Particulars of our Grain Cleaning Machinery

Twin City Separator Co., Ltd.

Off Logan Ave. on Quelch Street

Winnipeg, Man.

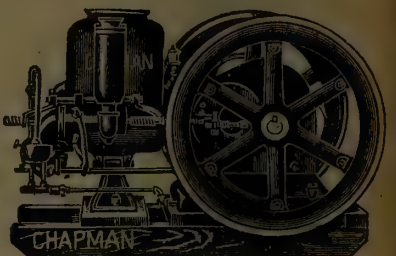
Canadian Airmotors



The Line for Live Dealers

Best Known—and Known to be Best

Sales Await You—GET BUSY



How is your engine trade? Are you getting your share? Is the line you handle a business builder? Does it make your customers your friends? If not, you are trying to sell the wrong line. The surest, easiest and quickest method of building up a paying engine business is to push one that is reliable—that has the confidence of the farmer.

Every one of our engines you sell and install is a constant advertisement of your business. It will sell others.

CHAPMAN GASOLINE ENGINES

2 H.P.

5 H.P.

7 H.P.

10 H.P.

EASY TO START

EASY TO FIX

NO EXPERTS NECESSARY



These Engines are the Cheapest and Most Reliable Sources of Power for

Corn Cutting Silo Filling Sawing Pumping Grinding Running a Churn Cream-Separating
Threshing and Corn Shelling Running a Lighting Plant Operating a Milking Machine
Running a Machine Shop, Concrete Mixer, Drill, Etc.

We Can Place a Few More Agents

Write us for complete information about our agency contracts and the money making opportunity our lines offer to dealers. JUST SIGN THE COUPON AND MAIL IT TO US FOR FULL PARTICULARS.

INFORMATION COUPON

Please send me full information about your agency offer

NAME.....

POST OFFICE.....

C.F.I. PROVINCE.....

ONTARIO WIND ENGINE & PUMP CO., LIMITED

Toronto Montreal Winnipeg Calgary Regina

CANADIAN FARM IMPLEMENTS

VOL. XI., No. 12.

WINNIPEG, CANADA, DECEMBER, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
Per Copy, 10 cents.



UNION BANK OF CANADA

Established 1855

HEAD OFFICE WINNIPEG

Paid-up Capital \$ 5,000,000

Reserve Fund 3,400,000

Total Assets, over 80,000,000

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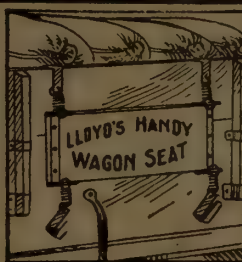
London, England, Branches 6 Princes Street and

West End Branch, 26, Haymarket, S.W.

Head Office, Winnipeg

This bank, having over 320 branches in Canada, extending from Halifax to Prince Rupert offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch: D. A. McEVE, Mgr. Portage and Garry Branch: F. J. BOULTON, Mgr.



The Wagon Loaded

Prosperity and Profits

May the first be yours during 1916—We KNOW the second will be, if you handle

Lloyds Low-Down Spiral SPRING WAGON SEATS

Fit any Wagon or Sleigh Box

Most comfortable, strongest, handiest. Take up no space. Low-slung, give complete control of team. The farmer who sees them buys them.

Get Our Prices To-day

WAWANESA WAGON SEAT CO.

WAWANESA, MAN.



Going Home



Feed Cutters and Pole Saws

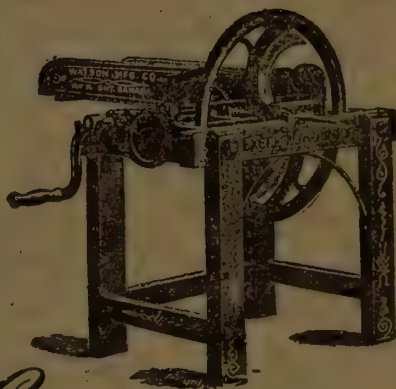
Are Seasonable Sellers For You

Hardwood Frame Pole Saws

made with three 5x6 inch pulleys, solid steel shafts and babbitted boxes. Rigidly braced hardwood frame; extra heavy flywheel. Total weight 325 lbs. Complete mandrels sent separately if required. These saws are sure sellers. Get prices of our quality saw blades.

Watson's Feed Cutters

are made for hand, horse, gas or steam power. Supplied in seven styles and sizes, they cut hay, corn or straw perfectly. Capacity from 1 to 3 tons per hour. Chain drive; cuts from 1 in. to 1 1/2 ins. Knives are of special English tool steel. Every farmer wants one.



Our Line leads in Quality and Variety. Send for our latest Catalogue. It will pay you.

John Watson Mfg. Co.
LIMITED

COR. CHAMBERS STREET AND HENRY AVENUE, WINNIPEG

We Carry a full Stock of Repairs for Moline Plows, Disc Harrows, Mandt Wagons, Manure Spreaders, etc.

Get the Bulk of the Engine Business

with the Gilson "GOES LIKE SIXTY" line of engines. The live line that beats all competition.



Send for our money-making proposition

All sizes, From \$47.50 up.

GILSON MANUFACTURING CO., LTD.

P.O. Box 671 Winnipeg, Man.

The Dominion Bank

HEAD OFFICE: TORONTO

Capital authorized \$10,000,000

Capital paid up 6,000,000

Reserve funds and undivided profits 7,500,000

Savings Bank Department

In connection with each Branch

Western Branches:

BOISSEvain BRANDON Manitoba DELORaine SELKirk
WINNIPEG (6 Branches)

GRENfell MOOSE JAW Saskatchewan REGINA SASKATOON

CALGARY EDMONTON (2 Branches) Alberta MEDICINE HAT HIGH RIVER

VANCOUVER (2 Branches) British Columbia VICTORIA NEW WESTMINSTER

F. L. PATTON, Superintendent of Western Branches

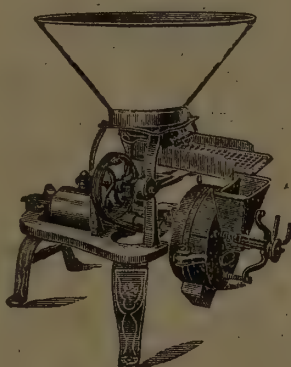
You are assured of steady, profitable business
when you sell these lines

COCKSHUTT

Grain Grinders

Feed Cutters

Gasoline Engines and Saw Frames



Grain Grinders

Cockshutt Grinders are made in 6in., 8in., 10in., 11in., 13in. and 15in. sizes, with all the necessary plates and equipments for handling any kind of grinding.

All grinders are fitted with Ball Bearings—that means economy of power and long life to the machine. Users are enthusiastic about its good working qualities.

The plates on the "Cockshutt" are flexible—insuring burrs that run true and even and do perfect work.

These Grinders can be successfully power your customer has at his fully operated with any kind of disposal.

There need be no quiet time in your business if you sell a line that gives you goods for every season of the year. You'll find business mighty good if you get out and talk these lines. No farm equipment is complete without them and the quality of the goods will back up every reasonable claim you make for them. They are the kind of machines that bring a customer back to you when he needs any other article of equipment. The Cockshutt guarantee of satisfactory service goes with each one.



Feed Cutters

Our "Canada" Feed Cutters have given universal satisfaction to users in every part of the country—their experience is the best recommendation we can give you of the popularity of this line.

They are built in a variety of sizes to meet the requirements of different farms—from a small hand lever type up to a power one capable of handling 20 tons of green corn per hour.

Frames are very sturdy and give ample support to the working parts no matter how heavy the work. Ask for special pamphlet illustrating the various sizes.

Let the Cockshutt line help YOU to bigger business. It will meet ALL the demands of your trade—for spring, summer, fall and winter. You sell a farmer a Cockshutt Plow and he comes

Gas Engines

Sell only a Gas Engine that you know will do your customer's work as he wants it done. Any other will be a constant source of annoyance.

The "Cockshutt" has proven its ability to give just that kind of service. We guarantee it to do what we claim for it.

You get a full line—vertical types made in 1½ and 2½ H.P. sizes; horizontal types in 3½ to 60 H.P.—a size to meet any demand that will be made of you.

An engine in a class by itself.

back in the spring for a Drill that will give him the same kind of service—and so on through the whole line. Concentrating on ONE line—the COCKSHUTT—means least time and effort per sale, lowest selling costs, hence biggest net profits.

Write to-day for Special Dealer's Proposition

COCKSHUTT PLOW CO.
LIMITED

Winnipeg
Regina

Saskatoon
Calgary

Saw Frames

We supply steel Saw Frames in two styles—one for cordwood and one for cordwood and poles. They are adapted for use with any size of blade from 20in. to 28in. in diameter.

Frames have great strength and rigidity—they are practically indestructible.

On the pole frame the balance wheel is placed below the table so any length of pole can be handled.

A big seller where this class of work has to be done.

CANADIAN FARM IMPLEMENTS

Vol. XI., No. 12

WINNIPEG, CANADA, DECEMBER, 1915.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

GREETINGS

We extend you our Hearty Wish for a Full Measure of Health, Wealth and Prosperity during Nineteen Hundred and Sixteen.



WITH the passing of the old year comes the resolve to make the year on the threshold of which we stand a period of greater achievement. With the world over-shadowed by war, while men who handled the plow are engaged in deadly strife, comes to us even more strongly the importance of the farm implement and machinery business—what it is and what it means to mankind.

¶ *War means millions of untended acres, and fewer hands to till the soil. In the great work of multiplying the productivity of the soil and feeding the hungry of the world, those engaged in the farm machinery business play a most important part. The labor cost of producing grain is lowered; the generative value of the soil is increased; the drudgery of farming, in both home and field, is lessened; untold hours of work are eliminated, and prosperity takes the place of a grim struggle for existence.*

¶ *After the joyous holiday season, with its brief forgetfulness of the cares and worries of business, may each of our readers—our many friends—face the coming year with the thought that their work is, beyond all, constructive, that they are adding to the fullness of Nature and are building for the Empire and our fair Dominion a greater measure of national Prosperity.*

CANADIAN FARM IMPLEMENTS.

The Annual Balance

At the close of a year the implement dealer naturally looks back over the twelve months that have gone, and still more does he peer forward into the possibilities of the future. The process of studying the past is not always pleasant; we see where we erred in this or that, where we made a loss where a profit might have been, where we might have done some things differently—but, bless you, this process of business analysis is one of the best things that a man can do. It shows him his mistakes, and there is no disgrace in making mistakes—so long as you don't make the same mistake twice. As the gentleman of Hibernian extraction said:

"Oi hit him wanst an' missed him, thin Oi hit him agin in the same place!" Therein lies a mistake, in a pugilistic sense.

For a year you have been buying implements and machinery and selling what you bought to farmers. Now is the time to prove up your balance sheet, to see whether you come out on the right side. So many factors come into the business that one must look for a reason if he finds that he did not make as much as he had figured on, in fact that some of the profits panned out, in the end, as losses.

We assume that every dealer recognizes the necessity of handling lines of machinery which are known, machines that have a name and a prestige. There is so much in this factor of selling the right class of goods. The other day we were talking to a young farmer on the question of wagon values. He commented on the fact that so many mail order made wagons seemed to be on the road nowadays, but his final words were worth repeating. He said:

"My father has three wagons. One he bought from a catalog house, the other two he bought from local dealers. The catalog house wagon was long ago broken up and used to make chicken coops, but the X—wagon and the old Y—wagon are still on the road, and, say, they're as good as ever. None of that jerry-built thin timber junk for mine. I buy what lasts—and so does father now. He had a lesson in what a wagon is worth."

That's only an incident, but it cinches the whole argument when one thinks not only of wagons, but of vehicles, binders, plows, any kind of farm equipment you can mention. The made-to-sell, or the made-to-serve! It's all a question of quality, and the goods with a reputation, like those two wag-

ons, are the goods that keep the customer your customer year after year. No, we won't mention the name of the wagons. This is only an illustration—not an ad!

In figuring your prospects for next year have you taken into consideration the machines that sold and stayed sold, the implements that went from your store and gave satisfaction. Were there other lines again that did not prove satisfactory? If so it were better to drop such lines, for they are assuredly sending your customers somewhere else for their goods. Better not make a sale than sell a machine that is a poor advertisement to you and your business. Whatever your location, wherever your territory, there is lying latent in it an opportunity for bigger business for you during the coming year. That business will, however, have to be developed, and it's right here that the personal equation comes in.

It may be a matter of engines, of a different type of plow, a new cream separator, a manure spreader, barn equipment, milking machines, or poultry supplies. You alone can tell just what your prospects are in your territory, and when you recognize the possibilities of the territory you must, of necessity, develop the line of trade you are after. This is no selfish or personal suggestion. Never forget that whatever leads to an improvement in farming methods leads to a profit in the pocket of the man who inaugurates that improvement. The sale of new machines in a territory increases the wealth of that territory, for what else is modern farm machinery designed for if not to make farm work less laborious and the returns from an acre of soil greater.

In the history of the implement trade it has ever been noticed that an increase in the demand for farm machinery always follows a period of high prices for agricultural products. For more than three years farmers have been retrenching—have delayed the purchase of new machinery and equipment. Now they have reached a period of prosperity, and can purchase. Are you in a position to supply them—or will the trade be left to the direct selling concern and the catalog house that cares as little for your town and community as a pig does for higher mathematics. A powerful influence on the future of the farm machine market in an assured demand for grain, live stock and other farm products, an increased

demand that will maintain prices for a long time. With an expanding market the Canadian farmer will do his utmost to increase his production to the limit. This year showed what can be done, next year will tell the same story, if climatic conditions are suitable for record production.

To realize the full value of every crop, conditions call for new equipment, for new machines. No factory, unless equipped with modern machinery, can compete in modern industrial production. The same applies to the farm-factory! Collections have been good and the average farmer has now no reason to curtail his expenditure. The thought of going deeper into debt does not obsess him—he is squaring his obligations and can now buy more nearly for cash than has been the case for many years.

If possible, educate your salesmen to a greater ability, thereby causing each to turn in a greater volume of business without increased expense. Appeal to their ambition and responsibilities, for we believe that there is a great deal of "lost motion" in the matter of selling the goods. Regarding the expense of doing business, never forget the importance of turnover. A hundred dollars investment with a 5 per cent net profit, with but one turnover per year, gives a net profit of only five dollars. A twenty-five dollar investment turned over four times annually at a net profit of 5 per cent produces the same net profit at the end of the year. Herein often lies the reason why the small dealer even if handicapped by lack of capital, may make more clear money in a year than the large dealer who buys in such quantities that he is unable to turn an investment sufficiently often to produce even a reasonable net gain.

To pay more attention to the cost of doing business, to give more consideration to the matter of savings and expenses in the business, should be a point in governing your business during 1916. To produce a greater number of cash sales and a less per cent of credit business would seem also to be a point which should receive more attention during the coming year. Stand up for the profit which your cost system proves to be necessary, and devise ways and means of keeping selling expenses as low as is consistent with good business.

Every retail dealer is entitled to that part of the retail trade in his community that he can serve, but no more.

The Steel Situation

That the U.S. Steel Corporation withdrew quotations in foreign markets recently is not surprising with new orders running far in excess of current output, comments a steel trade journal. The fact is that the steel companies have the greater part of their output sold for four or five months, some for most of the first half of 1916, and that in certain lines the market on forward deliveries has been held to a standstill.

Recent quotations have shown unmistakable signs of a steel market that has cut loose. Pig iron, with somewhat less reason is following the course of steel. The refusals of offered business and the straining on mills to increase output only make it surer that buyers will push prices higher. In a situation without precedent, the usual dangers of high prices are being ignored.

Winnipeg Wholesalers Meet

The Winnipeg Wholesale Implement Association held its regular monthly meeting on Friday, November 26, in the Royal Alexandra Hotel, Winnipeg. A large attendance of members sat down to luncheon, after which the business of the association was expeditiously outlined by President F. J. Weed. G. C. Carpenter, traffic expert, gave an interesting address on the proposed classification of freight rates by the Dominion Railways, his remarks being followed with close attention by the members. Other points of interest to the association were discussed and analysed by the members present.

Sisal Output Controlled

That the entire sisal fiber output in Yucatan for the coming year will be controlled by an organization known as the Price Regulating Committee, is a report recently issued by "Farm Implement News," Chicago. This committee is managed by men who are in close touch with Gen. Carranza, whose forces control the situation in Yucatan. It has arranged with New Orleans bankers for sufficient funds to secure a monopoly of the sisal crop, and all purchasers of fiber hereafter will have to deal with this organization. This deal, it is reported, makes New Orleans the leading sisal fiber market of the United States. The Price Regulating Committee expects to carry from ten to fifteen million dollars worth of sisal in the southern metropolis.

For several months the sisal market has been inactive and prices nominal, but the committee is now selling fiber to American cordage manufacturers at prices much higher than were asked a year ago. Having a monopoly and sufficient financial backing, they will be able to dictate the price at all times. These conditions make it absolutely certain that the price of twine for 1916 will be materially higher than the price of the past season.

The Knocker's Creed

At Yuletide, when even the grouch is said to lose some of his gloom, it is more pitiful than amusing to consider the mental condition of the man who has the following creed:

"I believe that nothing is right. I believe that everything is wrong. I believe that I alone have the right ideas. The town is wrong, the editor is wrong, the teachers are wrong, the people are wrong, the things they do are wrong, and they are doing them in the wrong way anyhow. I believe I could fix things if they would let me. If they don't I will get a lot of other fellows like

myself and we will have a law passed to make others do things the way we want them done. I do not believe that the town ought to grow. It is too big now. I believe in fighting every public improvement and spoiling everybody's pleasure. I am always to the front in opposing things, and never yet advanced an idea or supported a movement that would make the people happier or add to the pleasure of man, woman or child. I am opposed to fun and am happiest when at a funeral. I believe in starting reforms that will take the joy out of life. It's a sad world and I am glad of it. Amen."

An Eastern School of Salesmanship

In order to increase the efficiency of clerks and salesmen the Retail Merchants' Committee of the Halifax Board of Trade has promoted a school of salesmanship. Classes are held in the Nova Scotia Technical College, these being held two or three evenings in each week. The course will extend over a period of three months, text books being furnished for home study, while

lectures will be given on the art of selling. The subjects dealt with include the following: The Profession of Salesmanship; Methods of Marketing; Self Study and Development; Successful Reasoning; Study of Goods or Service; The Conducting of Sales; Retail Salesmanship; Selling to Dealers; Selling of Specialities; Long-Range Salesmanship; Sales Organization and Management; Credits and Collections; Laws that Salesmen Should Know; Correct and Faulty Diction; Selling One's Own Services.

P & O. Increase Wages

The Parlin & Orendorff Co., Canton, Ill., reports a general advance in wages in all departments of its works during November. Conditions have improved to such an extent that in the judgment of the company this increase was warranted. The works have been going continuously on full time, with a full force, since July 1. Officials of the P. & O. organization look for further improvement in trade conditions, but say that the production of goods is interfered with owing to difficulty in obtaining steel.

A. S. A. E. Convention

The annual convention of the American Society of Agricultural Engineers will be held in Chicago, December 28, 29 and 30. There will be addresses and discussions on farm conveniences, such as lighting, water, sewage and heating; drainage and irrigation, farm structures, farm machinery, tractors, including the tendency of modern tractor design and the economics of the tractor; and the tractor plow. There will also be a discussion on problems of agricultural engineering research. Some of the leading agricultural engineers of the country will take part.

Known Goods Sell Best

When it comes to farm implements and machinery there is room for no brand these days unless it is advertised—that is, if you want to get a good share of the business. The farm implement line includes such a large assortment of farm equipment that the dealer simply cannot afford to put time and effort on an unadvertised brand.



IT'S THE WAY WE
BUILD THEM

WRITE FOR
CIRCULAR

LITTLE GENIUS ENGINE GANG PLOWS

The No. 2 Little Genius is made in two and three furrow. A third plow attachment can be furnished for the two furrow, or the three furrow can be converted to a two by removing the third bottom.

The four furrow is known as the No. 3 Little Genius. It is built on the same simple principle as the No. 2. Either one of these plows with a good tractor will make you the ideal one-man plowing outfit.

Power Lift on all Three Wheels gives plow a high level lift and great clearance for trash. Note absence of spuds on power wheel.

Levers handy to engine when plow is at work.

One Trip Rope gives perfect control of plow from engine.

Powerful toggle insures instant and positive action—no sliding parts.

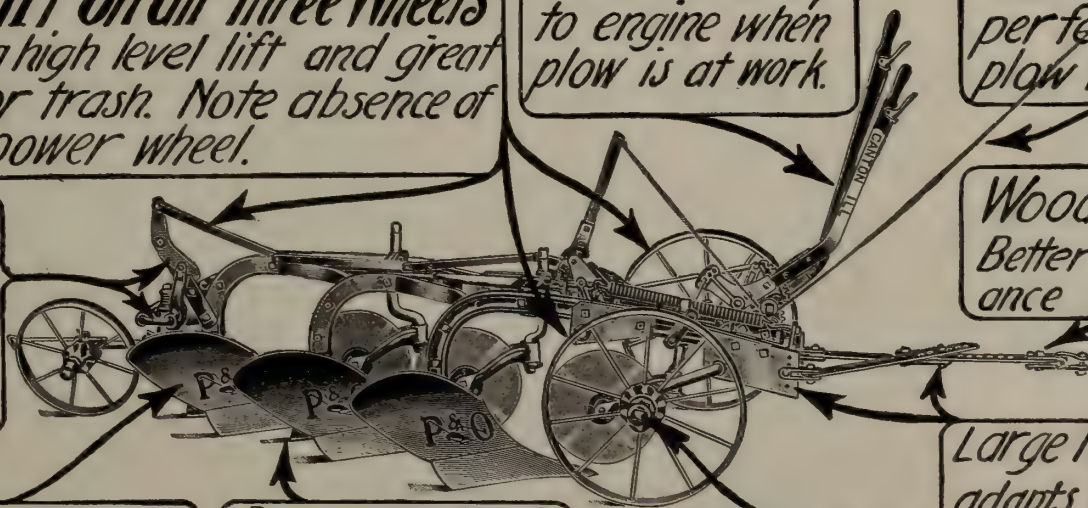
Wood Break Pin—Better than an insurance policy.

Perfect Bottoms—any type of P&O bottoms will be furnished.

Detachable heel castings on rear bottoms.

Dust Proof Wheel Boxes—Hard Oil lubrication

Large Hitch Adjustment adapts the Little Genius to any tractor, and to different depths of plowing.



MADE BY
PARLIN & ORENDORFF CO.
CANTON, ILL., U.S.A.

INTERNATIONAL HARVESTER CO. OF CANADA, LIMITED
Winnipeg, Brandon, Regina, Saskatoon, Yorkton, North Battleford, Estevan, Calgary, Edmonton, Lethbridge

SALES AGENTS
FOR CANADA.

Design and the Cream Separator

To the operator, the cream separator is a simple enough sort of contrivance, but there are features in centrifugal separation which are seldom realized by those who are not interested in the manufactures of those finely balanced mechanisms. Just how important the performance of the functions of the various parts are is pointed out in "De Laval Monthly" by H. C. Beckman, a cream separator expert.

Whether each drop of milk is following the exact path intended for it, and whether each fat globule is being gently but firmly and unerringly conveyed to its proper place near the center of the bowl, is a matter that can be determined only through a most thorough knowledge of fundamental scientific principles coupled with the experience gained by long years of association and intimate contact with centrifugal force in all its phases.

When it is remembered that changes in a cream separator bowl so minute that they can scarcely be measured with delicate instruments may result in extreme variations in skimming qualities, it becomes at once apparent that the bowl must be so designed that the

inevitable wear that is bound to take place in its parts will not upset the delicate equilibrium which secures the correct control of the milk and cream currents. It is not so much what the separator will do the first month or two after it is purchased, but what it will do after several years' use, when the inner contrivances in the bowl have become somewhat worn so that they do not fit as snugly and perfectly as when new, that determines its real value. This point has been recognized by De Laval engineers from the beginning and is one of the keystones of the De Laval System of Separation, states this authority.

De Laval Separators ten, fifteen and even twenty years in use, almost without exception, skim as good to-day as they ever did. Their work, of course, is by no means equal to that of the modern up-to-date De Laval, but they are still doing what, at the time they were sold, was regarded as perfect skimming.

Profit and Dairying

The main thing that hinders profit in dairy farming is poor cows. By that we mean keeping a lot of cows which do not pay any profit on their keep. If the

average cow farmer could be induced to enter upon a vigorous campaign against himself and his lack of good cow sense, as well the poor cows that he insists upon keeping year after year, there would be a revolution in this cow business. Put the question any way you please and it comes out the same:

1. We never yet saw a herd of cows of high average quality that did not pay a profit. Did you?

2. We never yet saw a herd of low producing cows, no matter what their breed, that paid a profit. Did you?

3. We never yet saw a dairy farmer who resolutely set to work to cull out and grade up his herd but that made money by it. Did you?

4. We never yet saw a dairy farmer who let things run along in a loose, unsystematic manner; who would do nothing to bring up the standard of production in his herd; who made any money in dairying. Did you?

Put these questions together; apply them to the situation as it exists in your community. Deduce from them what you should do to raise the standard of profit and you will find yourself doing a lot of things that will help the separator and dairy supply business.

Start the farmer to looking at the question of profit from the right standpoint and he must be a dull man who can not then improve his condition.

Getting Even

He was a little bit of a fellow but he was a captain in the regiment, and since he took his martial profession very seriously he made the men sweat at times. After a hard morning's drill they were returning to barracks, when an old sergeant, nodding at the diminutive figure ahead, said something ending with: "A little child shall lead them."

The little captain heard, but said nothing. Before the order to dismiss was given in the afternoon, he addressed his men as follows:

"Tomorrow morning at 5.30 you will fall in, with full kit, for a fifteen mile route march. A little child will lead you—on horseback!"

Misplaced Nerve

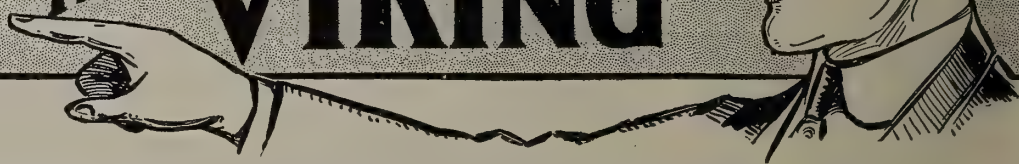
Harry—Paw, what is a hen-pecked husband?

Paw—A man whose nerve is in his wife's name.



Sweden's Favorite Separator

THE VIKING



Thousands of VIKINGS sold in Canada and the U.S. during the past season

The Viking was introduced late last fall. It "caught on" immediately. Dealers and farmers had been waiting for a really high-grade separator at a low price. The VIKING exactly filled the bill. Over 1,000 agencies already established. Read what these four dealers say:

Dear Sirs:—Wilmington, Del., Aug. 22, 1915.
You have asked us what we think of the Viking. We think the best answer we can make to your inquiry is that in the past few months we have sent you orders for about thirty-five machines. Until this year we have always handled high priced separators, and there is no doubt we have lost sales through not having a cheaper machine for people who could not afford the high prices. All your machines are giving good satisfaction, and we hope shortly to send you some more orders.
Yours truly, WHITE BROS.
P.S.—Ship to us two (2) "B" Separators complete with stand.

Gentlemen:—Sparta, Mich., June 28, 1915.
We have received nothing but words of praise for the Viking Cream Separator. It runs easy, its skimming is perfect, and they are their own salesmen. I never sold a Cream Separator over a telephone until I got a few VIKINGS out at work.
Yours respectfully, CHAS. C. FRIZ

Gentlemen:—Honesdale, Pa., June 28, 1915.
We have sold some 25 Viking Separators in the last three months and they have all given our customers the very best of satisfaction. We believe your Separator is mighty good value. The small amount of attention we have given them convinces us that they are well constructed and very durable.
Yours, MURRAY CO., per Robt. J. Murray.

Dear Sirs:—Hancock, Wis., June 30, 1915.
This is our first season in handling your Viking Cream Separators and we are very well pleased with the results. We have sold several of each size and our customers all speak highly of them. We find the work they do is equal to the work of any of the higher priced machines and everyone speaks of the ease with which they can be washed. We believe they are right. We find mail order competition is easily wiped out with the Viking.
Yours truly, C. O. LUCE.

Exclusive contracts to high-grade dealers in open territory. Write at once for full particulars.

Swedish Separator Company

Dept. G Monadnock Block

Chicago, Illinois

We Guarantee

that the Viking Cream Separator is one of the highest grade, finest constructed machines of its kind built.

We guarantee that it will skim as closely and in less time than any other separator of equal size, regardless of price.

We guarantee that the Viking nets you more profit, with less investment, than any other standard Separator.

We guarantee that with the Viking you can meet mail-order competition.

We guarantee the Viking Separator to be a money maker for the dealer and a money saver for the farmer.

(Signed)
Swedish Separator Company

Cream Separators in Kansas

In a recent report the Kansas State Board of Agriculture pointed out that new machines and devices perfected in recent years have been great aids to the development of the dairy industry in Kansas and elsewhere. Foremost among those is the cream separator. In order to learn how extensively this machine was used in the state, the state board of agriculture, on March 1st last, required assessors to list all cream separators on the farms. A total of 70,259 were shown, representing a probable investment of about five million dollars. There were at the same date approximately 961,821 milk cows in the state, or an average of 13 cows to each separator.

It is interesting to note that the number of milk cows in Kansas has increased more than 35 per cent in the past ten years.

In the same period the value of milk and cream sold gained more than 120 per cent, and now amounts annually to more than eight million dollars. It is, of course, impossible to say just how much of this growth is due to the increased use of the cream separator, but that it is considerable cannot be questioned, for the separation of cream by centrifugal

systems has many advantages over the old gravity method. The advent of the cream separator was a boon to the dairyman, enabling him to prepare his cream for market on the farm. It did away with the laborious and wasteful methods of securing the cream by "setting" milk, often in a varied assortment of utensils, pans, bowls, crocks, scattered here and there over the premises. Another big advantage is in making available the skimmilk while fresh and sweet and warm for feeding young animals. It also permits a more thorough separation of fat, which as a rule is too expensive to feed, when good and cheaper substitutes can be had.

A New Engine Fuel

At Durban, in South Africa, great prominence is being given to a new motor fuel. It bears the name of "Natalite," and is claimed to be an unqualified success. Natalite is a vegetable production and is made from sugar cane, potatoes and corn. It can be marketed at one-third the price of gasoline.

Every sale should be studied for the suggestion it may carry for another sale in the same place.

Fire Retarding Shingles

The Forest Products Laboratory, Madison, Wis., has developed a method of rendering shingles fire retardant. The air-dried shingles are treated with a solution of borax in water; they are then dried to about ten per cent moisture and a second treatment with a zinc chloride solution is applied. When dried the shingles are then ready for use.

Theoretically, the process depends upon the formation of an insoluble salt by the zinc chloride and the borax, namely, zinc borate. This salt is practically insoluble in water and when heated to a high degree fuses and coats the cell walls, rendering them fire retardant. Shingles treated in this manner and soaked in running water for two weeks still retained their fire retardant properties.

The Development of Sales

One of the first steps in making a sale, is to find a man who is in the market or who is likely to buy, if properly approached. How to learn who is a prospect, and who is not, is the first question. There are several methods of finding

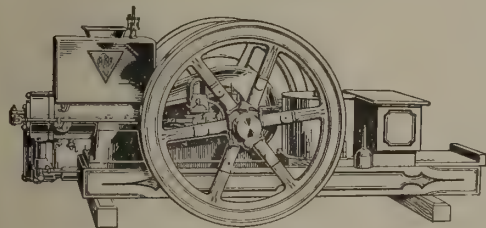
prospects. The best way is, undoubtedly to let the prospect find himself, by learning of your product, and writing to you to find out more about it. And the best way to have the prospect learn of your product is by advertising. To get business, you must advertise. You must bring your product to the attention of the public by some form of publicity, either by the distribution of circulars or catalogs or by space in the periodicals which reach the particular class of buyer who is or would be likely to be interested in your product.

It is only a waste of money if the publication is not one which reaches the fields to which you are directing your sales. To advertise, for instance, a trip hammer in a home journal would be a sad policy of shortsightedness. A circulation of one thousand exclusively covering the class you desire to reach is infinitely more valuable to you than a circulation of a million to the general public who are in only very rare cases at all interested in the product you advertise. Herein lies the value of the trade and class publication as a means of reaching those interested in a line of business in any given field.

Line up your separator prospects.



The World's Standard
De Laval Separator



The Alpha Gas Engine. Always
Ready to Work

Your Customers Know You, But Do They Know the Goods You Sell?

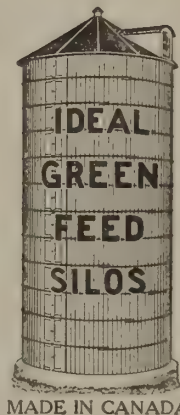
A LARGE part of your success is due to your customers knowing you and having confidence in you. Isn't it logical then to suppose that you would be even more successful if you handled goods that are well known to your customers?

They know you, and they know that as far back as they can remember the name "De Laval" has stood for the very best in quality and service. Your reputation and the De Laval reputation will surely make a winning combination for you.

The reputation of the De Laval line in everything that goes to make for reliability and satisfaction in farm and dairy equipment is unquestionable. Besides, De Laval prestige, De Laval service, and De Laval quality are kept continually alive in the minds of your customers by our extensive general and direct advertising.

Hang out the De Laval sign and get the benefit of this advertising.

Complete line of catalogues and information as to territory, prices, etc., will be gladly furnished on request.



MADE IN CANADA



A Complete Dairy Line

De Laval Dairy Supply Co., Ltd. WINNIPEG VANCOUVER
MONTREAL PETERBORO
LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA

Trade Notes

Cushman Improvements

The Cushman Motor Works of Lincoln, Neb., has completed an addition to its factory and occupied the same in the middle of November, after the fall inventory was taken. The company is now erecting a new pattern shop and wood-working department. On the second floor of this building there will be a hall for the use of the company's employees. The steady expansion of the Cushman interests is a tribute to the popularity of Cushman goods and to this aggressive organization.

McLaughlin Co. Quit Carriage Business

The McLaughlin Carriage Company, Oshawa, Ont., the product of which has been known to vehicle dealers for nearly fifty years has decided to cease the production of vehicles and sleighs, concentrating their energies in the production of the McLaughlin 6-cylinder motor cars. The carriage making plant of the company has been sold out to a large amalgamation of vehicle-making interests, known as Canada Carriages Limited, and the stock and equipment, consisting of over 125 carloads have been shipped from Oshawa to Brockville, Ont., the headquarters of the carriage organization. We understand the new organization are making an effort to retain some of the traveling staff of the McLaughlin organization throughout the Canadian West.

Cordage Co. Build Warehouse

The Plymouth Cordage Co. of Plymouth, Mass., has completed arrangements for the erection of a large warehouse in East St. Louis, Ill., for the storage of binder twine. The present capacity for storing twine is 3,000,000 pounds and this will be increased to 12,000,000 pounds. The building will be four stories high and cover an area of 101 x 240 feet, and will be of reinforced concrete construction. It will be strictly modern in every way.

Steel Direct from Ore

At Belleville, Ont., an electric smelter has been producing steel of all grades, including tool steel, direct from the ore. An unusual feature in this process is the use of a pre-heater that utilizes the heat from the waste gases produced during the smelting of the ore.

The furnace is charged from an upper floor into the pre-heater, which consists of two wrought-iron pipes 8 feet long, and varying from 14 to 18 inches diameter. The charge consists of crude iron ore, limestone and charcoal, crushed so as to pass a 1-inch mesh. The furnace is fed by a two-phase current, through electrodes 3 inches in diameter. This plant has been in operation for two months and has proven that steel can be made directly from ore containing 7.5 per cent of Titanium. A quantity of high carbon steel has been successfully produced. The company will shortly erect a considerably larger smelter and will produce steel castings in quantity.

A New Washing Machine

For many years past, the mechanical world has striven to produce a faultless $\frac{1}{2}$ h.p. motor that could be used to operate a washing machine or other light machinery on farms or in homes where electricity was not available.

All efforts in this direction were more or less unsuccessful until the advent of the Maytag Multimotor Washer, made by The Maytag Co., Newton, Iowa, and sold by The Maytag Co., Winnipeg.

The Maytag Multimotor Washer has the desirable features of other washing machines, and in addition has a light, powerful, compact little motor mounted right on the frame of the washer. It burns gasoline, kerosene, gas or alcohol. This little engine not only runs the washer and wringer but can also be used to operate the churn, cream separator, sewing machine, grinder, ice cream freezer, pump and other light machinery.

Dunham Co. Expands

The Dunham Co., Berea, O., is erecting a new fireproof foundry, 100 x 302 ft. It will be equipped with all of the latest improvements. This improvement has been made necessary by the big increase in the company's business. The new foundry was completed December 1st.

Direct from the Factory

The Champion Potato Machinery Co., Hammond, Ind., have announced that they have cancelled all jobbing contracts in western territory in the U.S. and

the trade will be handled direct from the factory to the dealer. Adequate stocks of repairs and machines will be carried at all western U.S. trade centers to insure prompt shipments.

A Successful Separator

The Swedish Separator Co., Chicago, state that its "Viking" cream separator, which was introduced into the United States and Canada last fall, is now being handled by over one thousand American dealers. The company recently arranged for the distribution of the Viking throughout Wisconsin and Michigan, and sales are stated to be very satisfactory in all territory covered. The "Viking," as the name of the concern indicates, is a Swedish-made separator of sound design, and coming from that birthplace of the cream separator it has an excellent prestige for its success, while the price is extremely reasonable. Dealers who are open for separator contracts should get in touch with the Swedish Separator Co., Monadnock Block, Chicago.

The Rumely Sale

Official notice of the sale of all the plants, machinery, patents, etc., of the M. Rumely Co., La Porte, Ind., has been issued by the receiver, Finley P. Mount. The sale takes place on Thursday, December 9, in the offices of the M. Rumely Co., in La Porte, when Mr. Mount will offer for sale the plants and assets of the M. Rumely Co. and the Rumely Products Co. The minimum price to be received for both concerns is \$4,000,000.

So far as is known, the Advance-Rumely Co. will be the only bidder for the property. This is the name of the reorganized company, who now carry on the former Rumely organization.

I. H. C. Exhibit Honored

A special gold medal "for the best, most complete and most attractive installation" in the Palace of Agriculture at the Panama-Pacific Exposition at San Francisco, has been awarded to the International Harvester Company. This prize does not refer to the machinery shown, but goes to the exhibit as a whole. Beyond this the International Harvester exhibits and products annexed thirty-six highest awards. To win such an honor from exhibits covering a floor area of nearly six acres indicates the excellence of the display by the harvester organization.

Back Firing in the Engine

Back firing is a characteristic of the engine, which is, to say the least, very disconcerting for the operator. Some engines seem to develop this fault with no apparent cause. With some engines there seems to be no cure, no matter what the adjustments, but in most cases the cause can be ascertained with patience.

It may be due to either of the following: (1) An insufficient gas feed, or variable working of the producer; (2) burnt oil deposit in the cylinder at the end of the piston travel; (3) an asbestos joint partly projecting into the compression space; (4) a combustion chamber having a rough or uneven surface. This latter fault, by the way, may be cited in explanation of the fact that whereas one engine will run faultlessly, another, of exactly the same make and size, will persist in back firing occasionally, despite all that can be done to it.

In this connection, as opportunity does not often admit of a thorough inspection of the combustion chambers of the faulty and faultless engines at the same time, the exact cause is often left to surmise, and may merely be due to unequal thickness of the casting.

Back firing may also be due to (5) corroded and projecting igniter contacts; or (6) the inlet and exhaust valves may be open altogether too long, thus allowing mixture to be drawn into the exhaust passage; (7) in engines having a combined inlet and exhaust valve, this fault will always be present, owing to the unavoidable space between the distributor and pressure valves, and in cases where a piston or sleeve valve is used to control admission and exhaust to and from the pressure valve, back firing is often due to leakage. (8) A leaky piston will at times cause back firing, as the result of overheating of the end due oftentimes to the rings being either stuck fast with oil deposit, broken, or a misfit.

Helping the Carburetor on a Cold Day

A scheme that has been used to start a balky motor or to get going in cold weather is to blow gasoline into the air intake of the carburetor with an ordinary atomizer, removing the rubber bulb, however, and replacing it with a rubber tube through which someone blows while the engine is briskly cranked. The fine spray vaporizes much more readily than a priming of liquid gasoline.

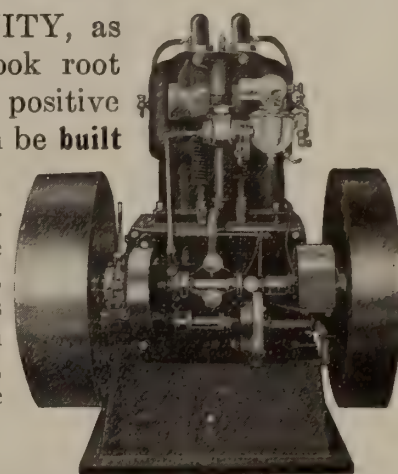
Are YOU Getting the LIGHT-WEIGHT Engine Business?



4 H.P. Cushman. Weight 190-lbs.

SOMEONE IS GOING TO GET IT IN YOUR COMMUNITY, as sure as the sun rises in the east. The light-weight idea took root several years ago, and the idea has been growing until it is a positive conviction in the minds of thousands of farmers that an engine can be built and built right. Greater efficiency with less weight.

What the automobile and aeroplane engine designers did in their fields, we have done in the farm engine field—cut down the weight to about one-fourth what the old-style engines weighed, and increased the durability, by balancing reciprocating parts more accurately. In this way, and by equipping the Cushman with a Schebler Carburetor and a very sensitive Throttle Governor, we obtain unusual steadiness, making it unnecessary to load the



15 H.P. 2 Cylinder. Weight 780-lbs.
20 H.P. 2 Cylinder. Wt. 1,200-lbs.

May be mounted on 2-horse truck and pulled anywhere, to do threshing and all other heavy work. What other 20 H.P. engine can be moved around so easily?

You Can't Sell a Cushman to Every Man

The Cushman is the "class" engine of the farm field. It's for the man who can appreciate a good engine—who wants long, continuous, satisfactory service—who needs an engine for a variety of uses, and who has the money to buy the better and more modern equipment. You can't sell one to the man who wants a \$60 engine to stake down in one place for one job. The \$60 engine will probably serve that man with entire satisfaction, but it won't give the variety of service the Cushman gives.

But there is a very insistent demand from a great many farmers for modern light weight engines. We know, because we get 15,000 letters a year from farmers who want to know about the light weight all purpose engine. There are some farmers in your own community who intend to make their next engine a Cushman.

You might as well sell those men also, and the Cushman will make it possible for you to do so.



8 H.P. on Truck
2 Cylinder
Wt. of Engine
320-lbs.

This is a wonderful little powerful all-purpose engine. The lightest 8 H.P. hand truck outfit built. Weight of engine and truck only 740 lbs. Can be pulled around anywhere by hand.

Just Compare these Weights

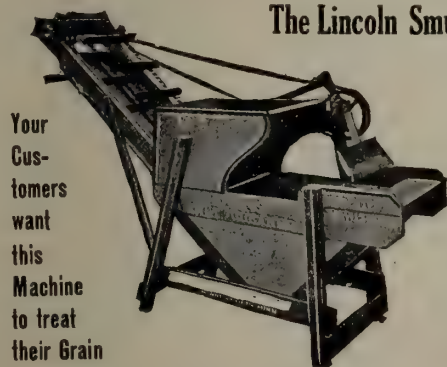
Notice the weights of these three wonderful light weight Cushmans. They are really remarkable when you compare them with ordinary engines and then compare their equipment, such as the Schebler Carburetor, Friction Clutch Pulley, Gear-Driven High Tension Magneto, etc. We sell these engines to the War Department of the United States, to foreign countries, to experienced buyers all over America. They are the only farm engines that can be put to all kinds of work—stationary, portable, attached to moving machines, etc.

We do not wish to interfere with your present connections on heavy-weight engines, but you can handle a light-weight line also, and get all the engine business.

The Lincoln Smut Cleaner and Pickling Machine

Made in Two Sizes: Capacities 30 to 75 bushels per hour

Sold on a positive guarantee to prevent smut. The Lincoln separates smut balls, wild oats, king heads and all light seeds from wheat, also wild oats and all light seed from barley. Automatic skimmer is an exclusive feature. Grain is thoroughly pickled, dried and elevated into wagon box. Strong, rustless solution tanks. Get our prices on these machines. You can sell them.



Your Customers want this Machine to treat their Grain

QUEEN INCUBATORS AND BROODERS

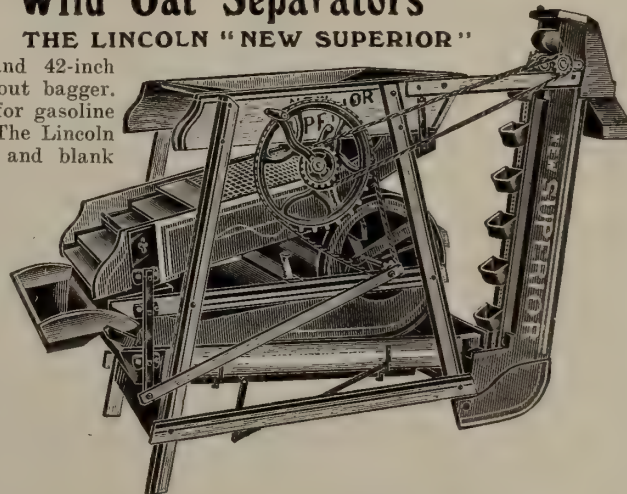
Get particulars of the Queen Incubator and Brooder. It is of the highest type in both construction and material. Perfect hatches are assured in the "Queen."

Write for our Descriptive Literature and Prices of any Item in the Cushman Line

King of Wild Oat Separators

THE LINCOLN "NEW SUPERIOR"

Made in 24, 32 and 42-inch sizes, with or without bagger. Power attachment for gasoline engine if desired. The Lincoln has patented open and blank space sieves and positively separates every wild oat seed. Adjustable wind boards give perfect control of blast. Cleans any kind of grain and is exceptionally easy to operate. All wheat and barley gangs of high-grade zinc. Strongly built and bolted throughout.



Combination Thresher Outfits

The Best Individual Outfits on the Market

The Famous Light-Weight Cushman Engines, mounted on same truck with Separator:

- No. 8 LINCOLN, 8 H.P., EQUIPPED WITH STRAW CARRIER AND HAND FEED
- No. 15 LINCOLN, 15 H.P., EQUIPPED WITH BLOWER AND HAND FEED
- No. 20 LINCOLN, 20 H.P., EQUIPPED WITH BLOWER AND SELF FEEDER

CUSHMAN MOTOR WORKS OF CANADA, LIMITED

289 Princess Street, Winnipeg, Man.

Branches: Toronto, Ont. and London, Ont.

Manufacturers of the World-Famous 4 H.P. Cushman Binder Engine that does all Farm Work

Exclusive Selling Agents for: Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Automatic and Champion Cream Separators—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centers



Excursions TO EASTERN CANADA



REDUCED FIRST CLASS ROUND TRIP FARES
Effective Dec. 1st to 31st, from

FROM	TO			
	Toronto Territory	Montreal Territory	St. John Territory	Halifax Territory
Winnipeg	\$40.00	\$45.00	\$59.30	\$63.45
Brandon	44.00	49.00	63.30	67.45
Regina	50.65	55.65	69.95	74.10
Calgary	63.80	68.80	83.10	87.25
Edmonton	63.80	68.80	83.10	87.25
Saskatoon	54.45	59.45	73.75	77.90

2 EXPRESS TRAINS DAILY 2

CORRESPONDING REDUCED FARES FROM OTHER POINTS AND TO ALL STATIONS IN

ONTARIO, QUEBEC AND MARITIME PROVINCES

Stop-overs east of Fort William within transit limits. Return limit, 3 months. Extension of limit on extra payment.

Pacific Coast Excursions

TICKETS ON SALE

DEC. 7, 8, 9, 10; JAN. 11, 12, 13, 14; FEB. 8, 9, 10, 11

FIRST CLASS ROUND TRIP FARES

FROM	TO		
	Vancouver	Victoria	Westminster
Fort William	\$52.00	\$52.00	\$52.00
Port Arthur	52.00	52.00	52.00
Winnipeg	50.00	50.00	50.00
Portage la Prairie	50.00	50.00	50.00
Brandon	50.00	50.00	50.00

2 { Express Trains } Daily

CORRESPONDING FARES FROM OTHER POINTS. GOING TRANSIT LIMIT 15 DAYS. RETURN LIMIT APRIL 30, 1916. STOP-OVERS WITHIN TRANSIT LIMITS.

**STANDARD SLEEPERS, TOURIST
SLEEPERS AND DINING CARS
ON ALL TRAINS**

For further information, tickets and Sleeping Car Reservations apply to any Canadian Pacific Ticket Agent, or to

A. C. SHAW,
General Passenger Agent, Winnipeg, Man.

J. A. McDONALD,
District Passenger Agent, Brandon, Man.

J. E. PROCTOR,
District Passenger Agent, Regina, Sask.

R. DAWSON,
District Passenger Agent, Calgary, Alta.

Hunger an Ally

Reports from Europe indicate that Germany's crops have failed. Only two-thirds of a normal crop has been harvested this year in that country. From now on the financial exhaustion of Germany will be more rapid. Ordinarily Germany requires 300,000 Poles every year to assist in the harvest fields, and in Southern Germany half as many Bohemians. The drafting of men to the army, the labor shortage and unfavorable weather conditions, have cut down Germany's food production. This is a blow at the very heart of Germany's financial strength.

She must now pay cash for food to neighboring neutral countries, and gradually her gold supply is being drained leaving a smaller reserve, on the strength of which paper currency may be issued. To fight her soldiers must be fed, and to do this the industrial population must go without its regular rations.

The masses of Germany depend greatly upon the potato crop for a means of subsistence. That crop has been greatly reduced in yield this year. Another standard food of the masses is rye-bread. The rye crop has been reduced by half. Imported salt herring—now impossible to get—were another common dish on the German workman's table. Germany was too busy building a mammoth army to give thought to the building of a fishing fleet and population—and had she a fleet the seas are scarcely safe for German craft.

This growing realization that all is not well with the nation will surely begin now to dawn upon the most caste-ridden German. A nation of meat eaters—flesh has gone up to a price that makes it prohibitive for the poor. When at last the German is really aroused to the fact that he has been worshipping false gods in the fetish of military and class autocracy, internal troubles will supervene that will make more easy the task of our Empire and its allies.

Displaying the Engine

In connection with engine displays, the great value is in the fact that not only are the individual engines shown but the farmer gets an idea of how to use the engine to the best advantage. A line shaft can be run on the ceiling above the row of engines, and each engine has a belt running to this line shaft.

Beyond the row of engines can be placed a row of engine operated machines such as feed grinders, cream separators, washing machines, fanning mills, pump jacks,

etc. Each of these machines can be connected to the line shaft so that it is possible to demonstrate in motion any combination of engine and machine that is of interest to the particular customer. Another method of arranging the driven machinery where the sample room is short is to place the engines next to the wall as in the first case; then have an aisle in front of the engines; then a row of driven machines. Above the aisle can be placed the line shaft.

This method of displaying engines, line shafting and operated machines is one that is practicable for almost any dealer. It may necessitate the rearranging of an entire stock, but this is something that should be done occasionally anyway in order to get up new samples, sell the old ones and to keep the store clean. The placing of seasonable lines in front always requires a rearranging. It is probable that thousands of implement dealers' establishments could be changed in the manner suggested with but little expense, and what expense there was would be quickly paid for in the shorter time in which it would be possible to demonstrate engines and operated machines.

Credit and Legislation

"Credit cannot be created by legislation. It can only be created by honesty, industry and integrity of the individual. Legislation, however, may create the means for extending it to the proper parties. We have, however, in our new U.S. currency law, ample machinery for the extension of credit for all legitimate undertakings. The basis of rural credit is two-fold. In the case of the farmer tenant, it is largely based on his personal reputation for honesty, integrity and industry. In the case of the farmer owner, the additional security of his land is added. Credit depends upon the individual.

"The point I desire to make clear is that the individual farmer can establish his own rural credit system, without any legislative aid. Money is always looking for investment in the farm, for the right man and the right land. Better agricultural methods, more intensive farming, crop rotation, soil fertility, coupled with honesty, integrity and industry, will establish a credit for the individual farmer that cannot be assailed. I will not burden you with statistics, but if every farmer, by more intensive agriculture, increased his yield of wheat or other grains by five to ten bushels to the acre, what would it mean to him? It is entirely possible to do this.

"We fully realize that the welfare of the implement trade is dependent on the prosperity or the credit ability of the farmer; consequently any legislative plan that will better improve or expand the rural credit will be welcomed by the association. The implement industry wants the farmer to buy his implements at a price that is fair to him and that will return to the manufacturer a fair return on his investment. The industry believes that the best way to market its product is through the local dealer, for service is almost as important as the implement itself. Co-operative buying, the probable outgrowth of rural credits, would sound the death knell of the country merchant and revolutionize the implement business."—G. A. Ranney, International Harvester Co.

Credit and Confidence

There is a movement on foot to strengthen the credit of the community at large. If this can be accomplished to a considerable degree, it will go a long way to restoring prosperity and confidence in the mercantile world. Slack credits by retailers give wholesalers goose flesh. You may not know it, but the credit manager of your wholesale house

pays more attention to your methods of handling accounts than he does to your morality or industry, and if he is convinced that a retailer is slack with credits and dilatory in collecting he watches that account like an eagle, never allowing it to assume any considerable proportions.

Inside Information

Two English women were chatting about different things when one suddenly said to the other:

"When do you think the war will be over, Mrs. Love?"

"In a fortnight," was the prompt reply, "as me 'usband 'as joined the army and 'e never kep a job longer than a fortnight."

Sheer Luck

First Coster: Well, poor old Bill's gone.

Second Coster (scornfully): Poor, indeed! Luckiest bloke in the market. Couldn't touch nuffink wifout it turned to money. Insured 'is 'ouse—burned in a month. Insured 'isself again' haccidents—broke 'is harm first week. Joined the Burial Sociaty last Toosday, and now 'e's 'opped it. I call it luck.—Tit-Bits.

IMPLEMENT DEALERS!

This is Right in Your Line

Nearly all Implement Sheds are Now Built with

CORRUGATED IRON

Why Not Get the Business?

It Will Not Cost You One Cent to act as our Agent.

We will send Samples

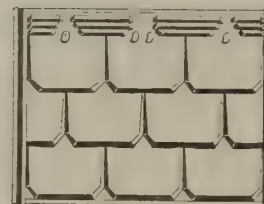
FREE - PREPAID

and a good line of literature

All GOOD BARNS and HOUSES have these roofs

Advantages: Fire and Lightning Protection! More Rapid Construction! Very Durable! Never Needs Paint!

Enormous Saving in Lumber on BARNS and IMPLEMENT SHEDS



We Assist You to get the Orders

This is a nice clean business, and we know you would find a connection with us both pleasant and profitable.

WRITE FOR FULL PARTICULARS AT ONCE

The Metallic Roofing Co., Limited

797 Notre Dame Ave.

Manufacturers

WINNIPEG

YOUR OPPORTUNITY TO SECURE VEHICLES OF KNOWN VALUE

The McLaughlin Carriage Co., Limited

WISH TO ANNOUNCE

THAT THEY STILL HAVE ON HAND A LARGE ASSORTMENT OF THE HIGHEST GRADE

CUTTERS DELIVERY SLEIGHS CARRIAGES DEMOCRATS and DELIVERY WAGONS

A Special Discount will be made on Delivery Sleighs and Heavy Democrats. Get our Prices

ONE GRADE ONLY—AND THAT THE BEST

McLAUGHLIN AUTOMOBILES—1916 MODELS

"EVERY ONE A SIX"

Equipped with the Famous McLaughlin "Valve-in-Head" Motor—The Strongest Engine Designed. In 30-35 H.P.; 40-45 H.P. and 50-55 H.P. Five and Seven Passenger Touring Cars and Runabouts. For Personal Use, or to Sell, the best cars made and at a reasonable price. Prices Ranging from \$1,085 to \$2,150 F.O.B. Factory

WE WISH YOU AND YOURS PROSPERITY DURING 1916

McLAUGHLIN CARRIAGE CO., LIMITED

Showrooms: 204-212 Princess Street

Head Office and Factories: OSHAWA, ONT.

WINNIPEG, MANITOBA

Western Branches: REGINA

SASKATOON

CALGARY

EDMONTON

VANCOUVER

Why the Engines Sold

Some years ago Brown carried on the average sort of implement business in the average country town. He carried the usual lines of goods and did business just as thousands of other dealers do. Also he carried a line of gas engines. But the engines did not appeal to Brown. He did not sell many, in fact he never sold one unless the farmer walked into the store and actually demanded an engine. In fact Brown thought that the average farmer did not believe in engines to any great extent, and he himself was anything but an engine booster.

At times a salesman would drop off at Brown's town—a man handling a line of pumps and feed grinders, or some power driven machinery. He would try and interest Brown in his engine proposition, but invariably Brown would reply:

"It's no good trying to sell engines in this territory. They don't ask for them—there ain't no demand."

Now Brown had been handling a line of engines on consignment, and one day the representative of the firm dropped into the store and told Brown that in future his firm would ship no more engines on consignment—that in future Brown would have to buy his engines on regular terms. Brown said that it didn't matter a whole lot, considering all the engines he sold, and again he related the tale that engines would not sell in that territory; nobody wanted them, anyhow.

The traveling man did not see it that way, and he dragged Brown out into the territory in a buggy so that they could see if there actually were any prospects. The first farmer they called on had an engine installed. He had purchased it a month before from a dealer in the next town. That made old Brown sit up and take notice. The next farmer kept a lot of live stock, and the engine man very quickly convinced him that an engine was what he wanted, and succeeded in selling him a 2 h.p. engine and a pump. On the following day they roamed around in that territory, and sold a 2 and 6 horse-power engine, three pumps, two feed grinders and a water tank. For four days the engine men pulled Brown out and around and they sold seven engines altogether, as well as the power-driven machinery.

Driving home on the last evening of his stay the representative said to Brown:

"Say, John, I thought that nobody in this territory wanted engines—that no demand existed. You told me that few of 'em wanted an engine, and that anyway they'd rather pay the mail-order price than ours. This does not look like it! Why, John, you'll admit that some of those farmers didn't even know that you sold gas engines. That's just because you never advertised the fact, and never uncrated the engines. You've been letting good money slip past your store, John. Why don't you get busy on engines?"

Next day, when the representative had departed, Brown awoke to many things and started to move. He saw the local editor and arranged for an ad. to run every week. He sent the engine firm a list of customers and asked them to send engine literature to them, also conveying the fact that John Brown sold the X— engine in that territory. He also asked for some two column engine illustrations that he could use in his local advertising.

After dinner he cleared a space in the front of the store and set up an engine and a grinder, so that you could not enter the door without being aware that here at least was a man who sold engines.

He soon found that nearly every one of his customers was interested in engines, and his sales began to grow in a gratifying way. He began to study the uses to which the engine could be put, and he commenced to make money not only from the gas engines, but from power-driven machinery. His business in belting, pulleys and shafting netted him a handsome profit. Neither did his other lines suffer, for with the increase of business in gas engines, his other departments showed a steady growth. Soon he was interesting the farmers in electric lighting plants, and water systems for the house and barn, for the farmers had money and wanted these conveniences.

Within two years Brown had increased his business to such an extent that the engine concern were quoting him as an example of what engine enthusiasm could do. John now buys engines in big quantities, and he has to sell them for he has good money invested in them that he must get out of his engine business.

Brown was very like a great many other implement dealers. He did not believe that engines would sell because he did not make an effort to sell them. Gas engine business won't develop without assistance any more than will any class of business. The only thing was that John woke up

and saw what engine business could mean. How is your engine business? Are you like Brown before his awakening? If so, don't disregard your engine possibilities during the coming year.

Passing Thoughts

The old-fashioned woman who used to burn her arm when she shook the ashes out of the grate in the Kitchen Stove now has a daughter who breaks her arm when she cranks her Flivver with the Clutch in.

There are a few things in life that make us sick. And one of them is to see a woman carefully dust off a chair with her handkerchief for fear she might soil her dress, and then sit down and pick up a mangy poodle and kiss it on the nose.

Regarding the Engine

To start a gas engine in cold weather use about four parts gasoline to two of ether. Prime the engine with this mixture. Then crank it over once, and it will go every time.

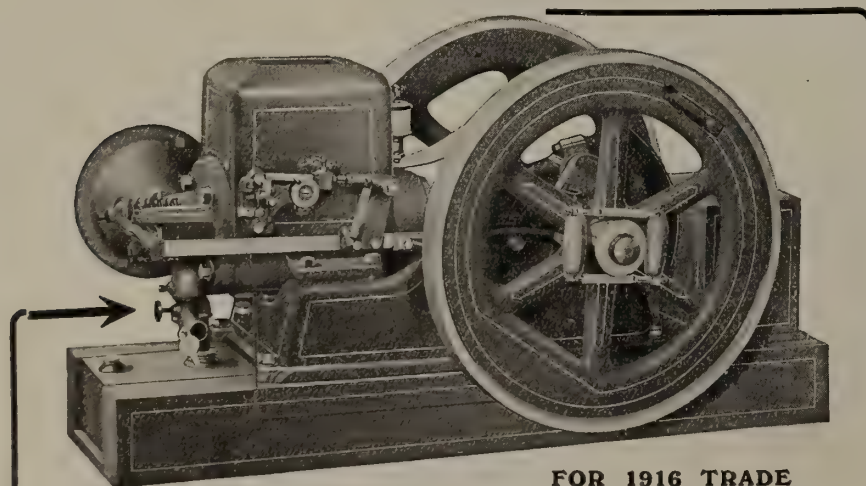
Spark plug points should be cleaned with fine sandpaper and set about the thickness of a dime apart. The contact points on the coils should be kept clean and even, and adjusted to the least consumption of battery current that is consistent with steady operation.

When Engineers Co-operate

Willis—What do you think the result of getting Edison, Wright and Ford on the U.S. Naval Board will be?

Gillis—The invention of a naval aeroplane runabout operated by electricity that will sell for \$460 f.o.b. Detroit.

A good many men without much principle manage to collect a good deal of interest.



FOR 1916 TRADE

DEALERS: Don't close your Engine contract until you investigate the exclusive features of

Jumbo Gasoline Engines

Selling them you can control the engine business in your territory. Made in 1½, 2½, 4½ and 6 H.P. Economical, durable, reliable. Battery or magneto ignition. Sold on skids, strong iron sub-base or trucks. Also get particulars of the "Little Jumbo" Feed Mills. Greater capacity, with less power than any mill made. Increase your profits by becoming a "Jumbo" dealer.

WRITE FOR OUR AGENCY PROPOSITION.

Manufactured by Nelson Brothers Company Saginaw, Mich., U.S.A.

Western Canadian Jobbers

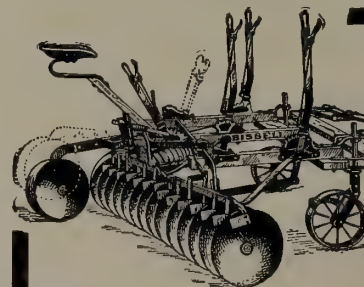
Tudhope-Anderson Co. Limited

Winnipeg

Regina

Saskatoon

Calgary



Based on a Knowledge of Western Conditions

This Bissell Disk Harrow is built especially to meet and cope with Western soil conditions. The

Disk Plates are shaped to reach well under, cutting and giving the soil a complete turnover. This

Bissell Disk Harrow

cuts, cultivates and pulverizes the whole surface and also has the capacity to penetrate hard soil. No centre strip is left uncut and the two plates on the Trailer make a level finish. Farmers claim that this Harrow saves a second outfit; one man and six horses will do the work of two men and eight horses. Sold by all Jno. Deere Plow Company Dealers.

T. E. BISSELL COMPANY, LIMITED, Dept. E. ELORA, ONTARIO

Farmers Make Money

The report of the Grain Growers' Grain Co., as advertised for the financial year ending August 31 last, shows the net profits on the years' operations as \$226,963. A dividend of 10 per cent was paid. The sum of \$139,000 was transferred to the reserve fund, and it was reported that the total paid up capital of the company is now \$867,422.

The profit on handling grain was \$7,390, a large increase over the previous year. In dealing with the Co-operative and Machinery Department, it was announced that the company supply coal, flour, binder twine, lumber, builders' supplies, wire fencing, fence posts, oil, apples, potatoes, and farm implements, including vehicles, tractors and engines. The machinery line business showed a loss, it being stated that sufficient margin was not allowed for handling some of the larger machinery, especially the tractors.

The president, T. A. Crerar, stated that increases in price have been made and the system of handling improved. In his speech he said:

"There can be no doubt that our entering into the handling of machinery was the means to some extent of bringing about a general reduction in prices, and in this way a benefit to the farmers all over the West resulted."

An interesting part of the report is that the shareholders evidently will not order twine and supplies early. As a result there had been kicking regarding late deliveries. The president in asking for early orders said: "There is no doubt that implement companies, twine dealers and other

merchants engaging in this class of business have been compelled in the past to raise their price in order to protect themselves against the possibility of having to carry large stocks over until another year, and it is equally certain that we will have to do the same thing, if we are going to remain in the business and have it conducted in this way."

Thus do farmers—as well as implement organizations—have to tread the sad trail of experience in merchandising.

Policy in the Store

As a general rule the wholesalers want their money in shorter and shorter time as the years pass. This means, in the end, that the dealer must protect himself by insisting a cash or note settlement. A Michigan dealer recently stated that he used both the note settlement and booking policy. The former when the goods go out, and the latter for small amounts, but with them he adopted a plan of annual settlement. He considers that to insist on note settlement is the only way to do business. All it requires is a little backbone, and as a general rule the farmer appreciates a business argument when it is put up to him. To save time and postage on statements of small accounts this dealer simply climbs into his rig and goes after the money. He finds it the only way to get settlement within a reasonable time. As a result of this hard-set policy he finds that notes put into the bank are promptly paid as maturity. "It's just as easy," says this dealer, "to do business right as to do it wrong."

The Question of Costs

A temptation to be avoided by the dealer is that to sell the way he buys—on long terms—and because of this he often overstocks, stretching his own credit and that of the customer to a tension by no means safe. The tendency which follows this is to paralyze competition by selling at any cost, a step which makes suffer the other dealer, the manufacturer, the customer and the man who takes the step! We must know, in the retail implement business, that we are getting away with a net profit for the protection of ourselves, the manufacturers and our customers. It is assuredly wrong to fill a territory with implements which shall require some service in the way of repairs if the man who does so cannot place himself in a position to stay by the machines he sold.

There is a universal complaint of rising costs, and we believe every careful cost accountant will agree with us that every year proves harder to keep the per cent of cost down to the old-time figures.

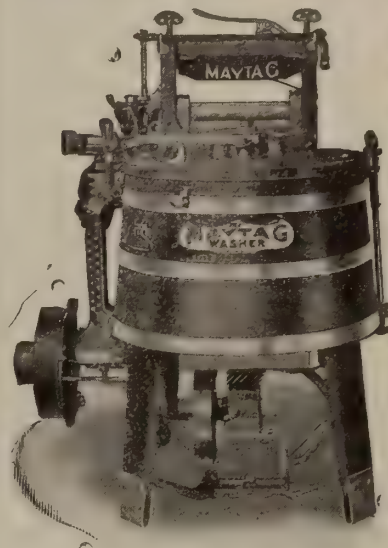
Gold Production

The yearly gold production of the world at the present time is estimated at about \$470,000,000, of which nearly two-thirds are produced in the British Empire, from the following countries: Transvaal, Rhodesia, West Africa, Australia, Canada, India, British Guiana and British Borneo.

In 1914 the total gold production in Canada, in placer, mill bullion and smelter products, is estimated at 770,374 fine ounces, valued at \$15,925,044.

The Maytag Multi-Motor Washer

Announcement Extraordinary!



What the Maytag Multi-Motor Washer Will Do.

It operates the washer and wringer. It will operate the sewing machine, churn, cream separator, food chopper, bone grinder, feed mill, silver polisher, knife grinder, pump, grindstone, fruit sprayer, shearing machine, air compressor for milking machine and any other piece of light machinery—or any group of small machines—that do not require more than ½ H.P.

If there ever was a "Handy Helper" it surely is the wonderful little Maytag Motor.

Now Ready! Something entirely new! Looks good—"makes good"—sells on sight! Every woman wants one! No competition! Only Multi-Motor Washer on the market! Makes all other washing machines of the same relative value as the tallow-dip, the stage coach and the flint-lock musket are to the electric light, the limited express and repeating rifle.

In short, Mr. Dealer, what has hitherto been considered impossible in washing machine manufacture has been achieved in the Maytag Multi-Motor Washer.

The secret is in the light, powerful, compact little motor that is mounted right on the washer.

The Maytag Multi-Motor Washer is breaking all sales records for us, so, it must be selling fast for our dealers.

The price fits the moderate purse, but puts a generous profit in your pocket. Get some of this good business. Be the FIRST one to supply the demand in your town.

Can't you imagine how the women would flock to your store to see a washing machine like this demonstrated? It won't stay long on any sales floor—every woman wants one.

Now, listen! Some live, progressive dealer in your territory is going to make BIG MONEY handling the Maytag Multi-Motor Washer—and it might as well be YOU.

You positively CAN sell this washer and, if you don't, your competitor will—and pocket the profits. Get in on this while the "getting" is good. It's a regular "bear cat" for quick sales. Don't let anyone else "beat you to it." Remember, the proof of progressiveness is showing new things FIRST.

The Maytag Co., Ltd.

WINNIPEG

MAN.

SECURE TERRITORY NOW

The Famous Fairbanks-Morse Oil Engines, and "Decker" Separators—the Leading Outfit!

An excellent Individual Farmers' Outfit. They are no untried novelties, but have been on the market for years giving unbounded satisfaction. We furnish Combination Outfits, with or without attachments.

SEPARATORS

24-46; 28-50; 32-54 and 36-60 Steam and Gas Tractors.



WRITE FOR CATALOGUE: ADDRESS

THE MACDONALD THRESHER COMPANY, LTD.

Factory: STRATFORD, ONTARIO.

WINNIPEG, MANITOBA.

What the Retailer Does

The U.S. Federal Trade Commission recently heard at Washington the complaints and troubles of retailers. This recently appointed body will have as one of its objects the consideration of the methods of catalog houses and price cutters. Champions of the rights of the retailer have pointed out that the retailer is as much in want of first aid as is any class of business man. That the retailer is a great economic factor was pointed out by H. O. Roberts, secretary of the Minnesota Retail Hardware Association. He pointed out that credit business is a big thing to any country. Everybody is getting in debt; states and towns are in debt, in fact it looks as though debt were a necessity! Who is going to carry all this debt if the retailer does not stay on the job? He is the man who is financing the consumer, furnishing the money so that the farmer may have boots and shoes, hardware and implements. It is a small town indeed that cannot show \$100,000 on the books of the local retail merchants.

The question of cash sales proved very interesting. One merchant of long experience said: "It is almost impossible for a country retailer to do an exclusively cash business. Nor can he do business and have two prices, cash and credit. He must have one price. Yet it is obvious that he cannot do business for credit on goods that do not carry a profit equal to his overhead expense."

The representative of a grocer's organization pointed out that it costs catalog houses 32 per cent to do business, and that, on the average, the customers of such concerns change once in three years, that means that new patrons must be procured every three years. Considering the service that is necessary in the implement business it was stated that the retailer must figure very carefully his cost of doing business. If the city department store cannot do business for less than 23 to 27 per cent, the retailer should use these figures as a basis to work from.

Power is Essential

It is all very well to advise deep-plowing; to urge the importance of getting the work done promptly at the right time; and to show that thorough discing and working of the soil will prevent the evaporation of valuable moisture; but to do this work with animal power is practically out of the question. There is probably not a single farmer in the country, dependent upon animal power,

who is plowing as deep as he would like to; who is plowing all his plowable land; or who is working the soil as much as he knows it should be worked. When animal power is used the plowing is slow and expensive and usually shallow, and often all the land cannot be plowed in the fall before it freezes. Then in the spring there is a rush to get the seed in, and no time to plow deep.

Aside from the question of moisture, there is another good

able of much more plant food and the use of much more moisture. These facts explain why crops are frequently doubled by the one factor of correct plowing and preparation of the soil.

Deep plowing, thorough working of the soil, means necessarily tractor power. Animal power is too slow, inefficient and expensive. It has been proved to the hilt that the tractor will plow, prepare the seed bed, and sow the seed at one-half the cost of animal power.

THE PIONEERS

STILL in the Eastern countries the oxen tread the grain,
And the peasant wields the sickle as in the days of yore.
For the East is the East, and changeless, so sunset on the plain
Falls on the circling cattle on the straw-strewn threshing floor.

Yes, the East is East and changeless, but out to the wider lands
From the hunger of stifled cities men came that by dint of toil
They might wrest from the land a living by means of their naked hands,
And out on the western prairies make fruitful the untilled soil.

Deep in the Earth's dark bosom the iron and coal lay hid—
But we bored, we mined and blasted, and our brains gave birth to
steel.

We were weary of hoe and sickle that the wider lands forbid—
And we sped down the grooves of Progress as the road from a flying
wheel!

The prairies lay there waiting, and the single share was slow—
(Millions of rolling acres gave visions to weary brains)
We dreamed of the days thereafter, in fancy we saw them grow
Wheat for the herded cities that lay far beyond the plains.

So we toiled, devised and invented, figured and drew and planned,
We built us the forge and factory—saw that our dreams were real—
Designed the machines men called for to outstrip the sluggish hand,
Where our fathers had used soft iron we built of the hardened steel.

We doubled and trebled the plowshare, when the reaper stood the test,
Planned the self-acting binder; then we saw that the horses'
strength

Came not to our plane of progress—while steam was but slow at best—
So we learned of caged combustion, and developed gas power at
length

From the clang and roar of the factory to the quiet of the Western
lands,

We hitched our power to the labor and built for the days ahead—
We had faith in the unknown future—by brain and machine and hands
We speeded the wheels of Progress that Earth's children may be fed.
—A.A.T.

reason for deep plowing; and that is, deep plowing makes available the large amount of untouched plant food in the sub-soil. Three or four inches of surface soil is all that has been farmed in most cases; and below this, there is a wealth of plant food, which possesses fertility enough for many big crops. It only needs to be stirred and aerated, to be made to produce abundantly. In regard to this, the late Joseph E. Wing said: "Deep plowed and well pulverized soil retains moisture much better than hard soil. It holds much more moisture to begin with and it is more slowly evaporated. So there is a dual advantage from deep plowing, the rendering avail-

The first cost of a good tractor is less than that of the number of horses or mules it will displace. The cost of operation, maintenance and the danger of loss are infinitely less. Even if the tractor cost more than horses, it would be worth it, because it means bigger crops, and more profitable returns.

The tractor can be used night and day through all kinds of weather. It never needs rest, and is not affected by heat or cold. The quick work possible with it means that the farmer will be able to get his fall plowing finished before the ground freezes, and that in the spring he will be able to work the soil thoroughly and get the seed in at the right time.

Gas Engine Guarantees

In an announcement, H. R. Brate, secretary of the National Gas Engine Association, points out that the lack of a standard gas engine guaranty has been detrimental to the engine industry. This organization, which embraces the great majority of gas engine manufacturers, considers that long-time engine guarantees should not be given. They are given, says Mr. Brate, in a great many cases solely for the purpose of making a sale. Some guarantees, if kept, would bankrupt the concerns making them.

The standardization committee of the N.G.E.A. has submitted to different reputable engine manufacturers for approval the following form of guarantee:

"We hereby agree to supply new parts in place of any part of this engine which is proven to be defective in material or workmanship provided that such defective part be returned to us, transportation charges prepaid, within one year from date of shipment, ordinary wear and tear excepted.

"(A) We hereby guarantee that this engine will develop its rated horsepower at its rated speed at sea-level.

"(B) We further guarantee that this engine has developed its full rated horsepower at its rated speed in our testing rooms."

Standardizing the Vehicle

That standardization is a live feature in the carriage as well as the implement business is shown by the report of the standardization committee of the Carriage Builders' National Association. Some of the points cited in favor of standardized vehicles are:

1. It enables the builder to carry less stock, which means less capital and less expenses.

2. It enables the manufacturer to obtain material quicker; as an illustration, the bow socket manufacturer can arrange to ship standard 29 in. sockets the same day order is received, otherwise when special lengths are ordered the customer will have to wait until the stock is made up.

3. It increases the output.

4. By making standard work, the output comes nearer to perfection.

5. Stock can be obtained from other manufacturers, or other factories will take surplus stock in case of overstock. It often happens on special patterns of your own, you accumulate an overstock, and all they are worth is scrap when changes are made. A retailer will not require so large repair stocks.

THE NEW SHARPLES Suction-Feed CREAM SEPARATOR



SOME OF ITS WONDERFUL FEATURES:—

- Skims clean, no matter what speed it is turned—high, low or irregular.
- Gives cream of the same unchanging thickness—even when speed is varied up and down.
- Gives increased capacity when turned faster.
- Has famous Tubular bowl (no discs).

No other Separator has ANY ONE of these invaluable points



The New Suction-feed Separator



A WONDERFUL Sharples invention, possesses invaluable features never before dreamed of by any separator manufacturer. These features are of such vital value to the farmer that every machine without them must and will appear antiquated and undesirable to him.

Hence the **three and a half million separator users** in the United States and Canada will be bound, sooner or later, to exchange their old machines for Sharples Suction-feed Tubulars.

The sooner each man makes the exchange, the sooner his cream losses will be stopped.

Tests Show Old Separators' Losses

RECENT exhaustive tests, by expert scientific investigators, have shown that more than 90% of all cream separator users turn their machines **too slow**; that 90% of all the cream separators in use are actually **losing money** for their owners through this cause.

Other more thorough tests have since shown that a variation in crank speed of only 4 or 5 turns per minute during each run will result in a loss of butter fat each year greater than the cost of a New Sharples Separator. Nearly all farmers, it was shown by the tests, who operate separators by hand, are unknowingly doing this and losing quantities of cream ranging in value up to \$100 and \$120 a year.

Speed Indicators Do Not Prevent Losses

MANY manufacturers, realising the seriousness of this condition, have built, installed and advised the use of patent speed indicators of various patterns; gotten up to meet the emergency and cover the weaknesses of their separators. Timing devices, speed indicators, etc., afford no actual protection as they cannot control the operator's movements. Merely guides at best, they too require to be run correctly.

The New Sharples Saves All

THE New Sharples Suction-feed Separator operates on a principle that makes cream losses from any such cause utterly impossible, a principle heretofore unknown and unthought of, and made possible now only by this wonderful invention. The suction-feed principle, which is simply re-harnessing the high centrifugal force of the Tubular bowl, has placed the Sharples in a new class. Every present separator user (there are three and a half millions of them) will now find it a money-saving policy to replace his old machine with a New Sharples.





How It Works



THE Sharples suction-feed Separator owes its new-born efficiency to the patented suction-feed. This works as follows: A wonderfully simple invention causes the speed of the bowl to create a suction which sucks milk up into it. Thus the faster you turn the separator (making more suction), the more milk is sucked in. Turn it slower and less milk is sucked in.

Will Not Lose Cream

AND here is the important point: The bowl skims perfectly clean, no matter what speed you turn the crank. If you turn it fast more milk is sucked in, but it will all be skimmed clean, as the higher speed means more skimming force. If you turn it slow less milk will be sucked in, **but it will be skimmed clean.** Thus the New Sharples skims clean at any and every speed, whereas every other separator always loses cream (often over \$100 worth per year) when the operator doesn't turn it at exactly rated speed.

When in a Hurry

SIMPLY turn the handle faster and more milk is sucked in, so that you can get the job done quicker—that is, you can transform your separator into one of greater capacity when you are in a hurry to get through by simply turning the crank faster.

Thickness of Cream Never Varies

MOREOVER, the cream will stay exactly the same thickness whether you crank fast or slow. Slow turning will **not** make the cream get thin and faster turning will **not** make it thicken up.

No Other Separator has any of these Invaluable Features

EVERY other separator loses cream (often over \$100 worth) when turned below rated speed.

EVERY other separator changes the thickness of the cream if the crank speed is not kept exactly uniform (it's almost impossible to keep the speed exactly right).

No other separator will raise its capacity by being turned faster.

No other separator has less than 30 pieces in its bowl (Sharples has 1).

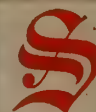
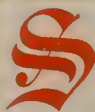
No Other Separator can be Sold to a Farmer Once He Knows the Advantages of the Sharples

OTHER NEW FEATURES:


ABOVE are given only a few of the many money-saving advantages of the New Sharples. Many others of great value are incorporated in this wonderful separator. A few of them are:

An extra large supply tank; an automatic shut-off float; a slip wrench and spindle guard, which make a bent spindle impossible and automatically uncouple the bowl. Wood bush and feed tube are eliminated, and more than 28 new features added, each an important improvement or refinement, making this the most complete and perfect separator ever built.





3,500,000 New Prospects

 **T**HOSE of you dealers who remember the avalanche of sales which followed the announcement of the Sharples Tubular Separator ten years ago will no doubt recognise the tremendous opportunity offered by the introduction of this new suction-feed machine. Not only will farmers who have no separator demand the **one** machine that is proof against loss, but the 3,500,000 farmers who use machines of different makes will be converted into good prospective buyers. These people know the advantage of the cream separator. They need only to be shown the saving of the New Sharples in order to become active buyers.

No Price Cutting—No Old Machines

PRICES on the New Sharples are fair and just. There are no old machines lying around to demoralize business and prevent a fair margin of profit. Never before were conditions quite so favorable for a profitable agency. Better prospects were never offered the new agent.

New Plans—Liberal Contracts

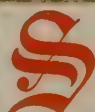
FOR nearly a year we have been planning for the formal announcement of this new machine. Our business, built up by the co-operation of thousands of dealers, has always been so shaped as to meet the wishes of these, our friends. Realizing the tremendous opportunities of this new machine, we have taken our time and planned well. Our dealers will be protected in territory as never before. They will have the assistance of more capable salesmen, of better and more attractive advertising, of better sales helps and more liberal terms.

The 1916 contract, which is now ready, will meet with your approval. It is not a contract such as you have been used to seeing—it is different—a better proposition in every way. A contract carrying a liberal bonus, which will give you, in addition to your regular commission, a substantial check at the end of each year, the sum of which will be increased by each Sharples Separator sold during the year. This is a contract and agency that really means something. The New Sharples Suction-feed Separator will make a Sharples agency worth a great deal of money to you.

We may need an agent in your locality—we would like to show you our complete proposition, including milkers and engines.

Write us for the new Catalog and full particulars.

The Sharples Separator Company
West Chester, Pa., U.S.A. CANADIAN BRANCH: **Toronto, Ontario**



Cream Separator Efficiency

Tests recently conducted by Purdue University experiment station show that through the incorrect operation of the cream separator a dairyman owning twenty cows lost \$554.10 in one year because he "guessed" at the speed of his cream separator.

A separator was run at its normal speed of 55 turns of the crank a minute, and 100 pounds of milk was run through. At this

ator by hand. The result was that the discharge from the cream went up to 19 pounds, but if tested only 11 per cent of butter fat. Thus, only 2.09 pounds of fat were obtained from 100 pounds of milk, as against the 4.22 pounds when the separator was correctly operated. Taking these results as a basis, it was shown that the dairyman who owned twenty average cows would lose a large percentage of what his normal profit should be in a year.

In view of these interesting tests at Purdue it is with keen interest that one studies the construction of the New Sharples Suction-Feed Tubular Separator. In an accompanying illustration we show a phantom view of this cream separator, which seems to be the last word in eliminating the factor of chance in operating the cream separator.

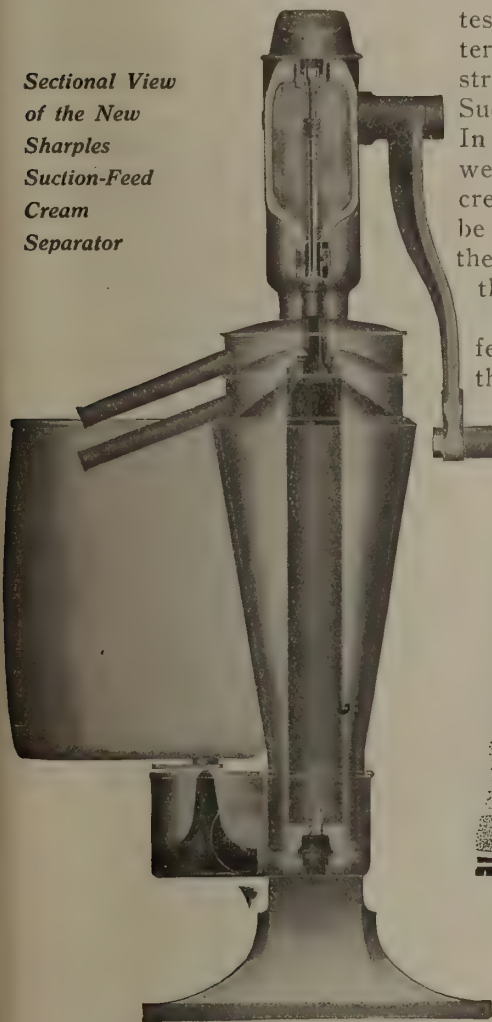
An advantage of the suction-feed principle lies in the fact that the same force which does the

effect, self governing and self regulating. Its constructional points throw new light upon the practicability of the cream separator, and should serve as a warning to the users of these machines, who permit careless hired men to operate their separators as their

wheat idea—the one-crop mania—for mania it is. No man can bet on the same color all the time and rise a winner—to use gambling phraseology. The tendency to get away from diversification is more pronounced in times of big crops and good prices. A heavy yield intensifies the one-crop spirit for next year. Suppose next year should show a poor crop. The farmers, having only one leg to stand on, would have that knocked from under.

Increasing mixed farming, keeping a good breed of dairy cows, increasing dairy and poultry production, is the way to safety. The cream separator is not common enough on our western farms, and the humble hen does not get the credit that she should. We of the cities look upon the hen as a species of gold mine; with the prices of eggs as they are! How many farmers give the attention they might to their poultry? To push mixed farming and poultry raising, to point out the benefits of the cream separator and the incubator, to wean away from the dream of wheat the man who has the one-crop vision, is no small task, and in that task the dealer can play an important part.

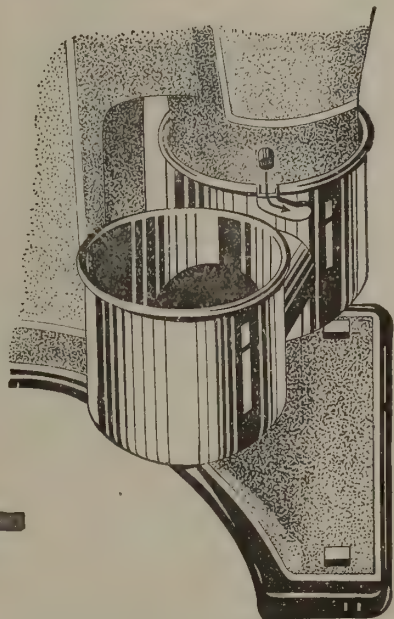
Sectional View
of the New
Sharples
Suction-Feed
Cream
Separator



The phantom separator reproduced above shows the new feed system, its control in connection with the bowl bottom. The long tube-like bowl is shown in center attached to spindle, which in turn is supported by a single ball bearing. The gear case at top shows the manner in which the gears are enclosed. Oil is constantly being sprayed upon these while the separator is in motion. The dark objects shown are the dividing wall in the bowl, its only inside piece, and the float and drag in the feed cup which make the feed system automatic.

speed the machine delivered 90 pounds of skim milk and 10 pounds of cream, the latter testing 4.22 pounds of butter fat. Then the speed was increased to 75 turns a minute; the skim milk discharged was 93 pounds, reducing the cream to 7 pounds and the amount of butter fat was slightly less than when the separator was turned at normal speed.

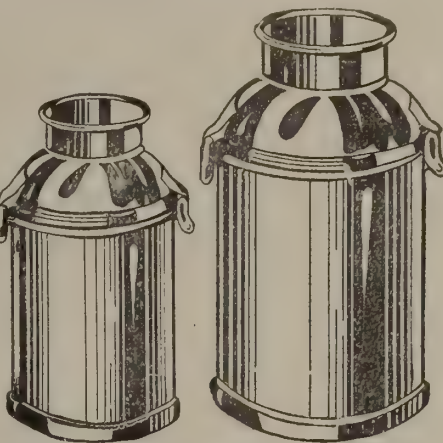
Next a test was made in which the speed of the machine dropped down to that at which the average dairyman, without an accurate check in speed, operates a separ-



The above diagram illustrates graphically the convenience of the New Sharples feed system. The feed cup is shown detached from the bowl barrel. The simplicity of this feature revolutionizes the work of cleaning and setting up.

skimming also draws the milk into the bowl. When the speed is high and a large amount of skimming force is present, the suction is intensified and an equally large quantity of milk passes through the bowl. As the machine slows down, and the centrifugal force dies down, the suction is also lessened and a smaller quantity of milk is drawn into the bowl. It will be seen therefore, that the skimming force and milk feed rise and fall together. No more milk can ever enter the bowl than will be skimmed perfectly clean by the skimming force present therein.

It can, therefore, readily be seen that the New Sharples is, in



CAPACITY OF THE NEW SEPARATOR AT DIFFERENT SPEEDS

The two milk cans shown above illustrate well the capacity of the New Suction-Feed Cream Separator at 45 turns per minute and, on the right, at 55 turns.

fancy dictates, without having some assurance that they are getting the full percentage of cream and that it is being delivered with some degree of uniformity.

Too much confidence cannot be placed in the skimmilk test as a cure-all for butter fat losses. In this test the stage is usually set, and the operator keyed to a pitch which enables him to make a good job of it. When the machine reaches maximum speed and cream and skim milk are running freely, the tester is applied, and the result usually shows a very small percentage of loss. But the tests are not made every minute, while a drop in speed of two or three revolutions may cause an enormous cream change.

The One Crop Policy

The implement man can do much to steer his farmer friends and customers away from a rock that lies somewhere ahead. With tempting prices for grain there is a danger of Canadian farmers "over-wheating" the land—a very real danger that no close observer of conditions would care to deny. The danger is all the greater because the welfare of the farmer is the welfare of the Dominion. If Canadian agriculturists strike that rock the loss will fall on dealers, bankers, manufacturers and the whole nation.

Farmers are obsessed in the vast majority of cases by the dream of wheat. They cannot resist the temptation to make the great gamble. Their all is wrapped up in a wheat sack. They are entangled in the allurements of the

The Care of Belts

To get the belt into such condition that it will transmit full load without slipping and still run slack may require some treatment and care on the part of the operator, but it usually can be done. If you can run the belt real slack, well and good. If you cannot make it sag you can at least run it "easy" and there will still be considerable power saving. Under no circumstances should the belt be run "tight as a drum string," because it is hard on everything—the belt, the bearings, and the fuel.

The best way to treat a belt is to use a lubricant that penetrates into the belt and oils every little fiber. Every fiber, you see, is a "part" in itself, says The Gas Engine. Each fiber rubs against its neighbor as the belt speeds around the pulleys, and in this rubbing there is friction, lost power and wear. A suitable belt lubricant will oil these fibers in such an effective way that the belt will become pliable, soft, and "grippy." The belt needn't necessarily be made sticky. Just make it pliable. You will then have a belt that will operate with maximum efficiency. It will not slip. It will run over the pulleys with increased arc. Power will be saved.

Excessive service costs money.

The Closing Year

At the end of the first full year of the greatest war which the world has ever known, and in which Canada is taking her part, it is a time which we in the implement trade should give thanks for what Providence gave to Canada, the greatest crop in the history of the Dominion. Never more truly has the meaning of the "sinews of war" been brought home to us. Beyond its fighting line a nation must keep on fighting industrially. The worker and the fighter both play their part in a struggle between nations.

Canada required a record crop, and that she has had it must bring home to even the most skeptical that our lives are not merely an individually directed struggle for existence. Prosperity may only be another way of saying Providence, and the destinies of our lives are by no means so personal a thing as we are too prone to imagine in these sadly materialistic times.

At the end of this year prosperity has returned to Canada. Trade is steadily improving; money is circulating more freely, the outlook is infinitely better than was the case on the threshold of 1915. Despite thousands of homes beclouded by the shadow of war, this Christmas should be for all of us a season of thankfulness for that which the year has brought us. For those in our home-circle we have a duty in keeping alive the Spirit of Christmas, but beyond that we have a further duty—a duty to humanity. There will be this year, in many a community, homes of want and sorrow. The truest happiness in life has ever been in bringing happiness to others—and in this connection each one of us should not forget that if the sun is shining in our little personal world the day may seem dark and gloomy in that of others. And from the bounty which God has granted us individually do not let us forget those beyond the seas, whether soldiers or sufferers from war torn countries.

During the past year Canadian Farm Implements has, month after month, tried to produce for the implement trade articles which dealt with the many phases of the implement business. From the standpoint of manufacturer, jobber and retailer we have endeavored to give such topical news and features as would be informative, entertaining and useful. Next year we shall try to still better our efforts as the only implement journal in this great Western Canada of ours. To that end we ask the support of our readers and advertisers, and to the latter we



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
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F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

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ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, DECEMBER, 1915.

give our best thanks for the business extended us during the year that is ending.

In conclusion, we wish to every implement dealer, wholesaler and manufacturer, to all connected in any way with the trade, and to our contemporaries in the farm machinery field, that old yet ever new wish: A Merry Christmas and Every Prosperity during 1916. May the coming year be for all of us a year unsurpassed in the history of the implement and farm machinery business.

Holding Local Trade

We must never forget that the mail-order house gives closer attention to its advertising than to any other branch of its business. With that ever before him it surely should be a point in the week's work for the retailer to keep before his community advertisements that are not stale and unseasonable. To advertise steadily and consistently instead of spasmodically, is the only method.

If we are to kill this tendency for patronizing direct selling concerns, it is a big part of the fight to get every local newspaper owner to feel that he has the support of the local merchants behind him—their watchful, organized and steadily sustained support. At heart the average local newspaper

owner is naturally loyal to his town. He would rather see the home merchants prosper than see the mail-order houses get the business of the town at the same advertising income to himself. He can't live from his subscription list; he must make his real income in the form of advertising and if he can't get this from the local merchants he'll sell his space to the mail-order houses—they're always ready and pay well.

In fighting for the retail prosperity of a town a comfortable rest room for women from the farms should be provided, and its windows should look out on a line of hitching rails or posts for farm teams. The town whose retailers give careful attention to the small details that minister to the comfort and convenience of the farmers is sure to keep a strong hold on the farmer trade.

Increasing Our Crop Area

Supposing every farmer in Canada were to enlarge his wheat production by putting five acres more under crop than he had this year, the total production of wheat in this country would be increased by fifty million bushels. If each farmer were to sow ten acres more wheat, the increase would be doubled. Surely it should be a simple matter to get every farmer in Canada to enlarge his acreage by this small amount.

On the Side

A great many men are to-day selling farm implements who look upon their implement business as only a part of their trade. This may be due to the fact that some manufacturers are too prone to want their goods sold at every cross-roads. Hardware dealers, butchers, blacksmiths, coal and lumber merchants are handling lines of implements, and necessarily these units regard their implement business as, more or less, a side line. They have not the time, and rarely the knowledge, to make their implement business what it should be. They do not push the goods, possibly do not advertise them. Such men do not buy the goods in quantities that afford the lowest prices and the smallest transportation charges. They do not carry an assortment that attracts trade, nor do they have the capability to give the service which is required. Such a man, if he is the only source of supply in the community, is often an invitation to farmers to patronize the direct selling concern, largely because he has not the knowledge to point out to the customer the deceit in the quotations of those concerns or the comparative qualities of the goods from the standpoint of durability and efficiency.

While it may be true that some men in different lines may make money selling farm implements, they cannot do so unless they run their implement business in the proper manner. They must, in effect, specialize in their implement department. It must be conducted as a separate department, and must be controlled by a man who has a knowledge of the farm machinery business.

We have heard the "side line" dealer declaim that there is nothing in the implement business. There is not, there cannot be if a man is at the same time selling coal, lumber, dry goods, beef, or is buying grain. The implement business, like any business, requires consistent care and attention. It is the last business on earth for the man who does not know what he is doing. To make it a success it must be carried on in the right way. Complete stock must be carried. Goods must be purchased with a knowledge of the needs of the community. Expert salesmen must sell them; they must be advertised. And, backing the sale, must be the service which is so essential in the business. Competition in the implement trade is too keen for any individual to think that he can sell plows, harrows and binders as easily as he sells sugar or two by

four lumber stock. It is a case of every man to his trade, and the fellow who knows most about the implement business is the fellow who you don't hear say that "there is nothing to it."

For Better Business

Every dealer should know the benefits that follow on organization. If he doubts the potency of co-operative effort, he has only to look at agricultural organization in the West as an example. It should open his eyes. The majority of evils in connection with implement retailing could be eliminated by dealers combining in a strong organization. Take, for instance, the old sore of price-cutting.

The dealer cuts the price because some farmer comes in and tells him somebody else will cut it, when a good many times it isn't true. The dealer will let the farmer bring back a machine because he says there is something wrong with it. That means you are losing your profit, and going to a lot of expense, because you are afraid you will lose the customer's trade if you don't do it. If you will get better acquainted with your competitor you will find he is a human being just like yourself, and ready to meet you half way. It is through a dealer's organization that this is going to come.

Quoting the Price

Opinions differ as to the policy of the dealer quoting prices in his local advertising. It is usually the case that illustrations and descriptive matter are given, the price to be divulged to the customer upon application at the store. This view seems remarkable, inasmuch as the mail order and direct selling concern make an absolute specialty of price quotation. Furthermore, in the majority of retail lines, such as the general store trade, prices are quoted.

As a matter of fact, the omission of prices from the advertisements of the local dealer seems to be largely a following of custom—a practice once established and not departed from.

A dealer who came to the conclusion that price was made the big feature in general advertising, switched on to the price quotation system. He felt that direct selling businesses were getting a great deal of business which should have come to him, and inasmuch as price was their big feature he could not see why he should not quote his price also so as to let his

community see that his cash price bore favorable comparison with that of the imported and usually inferior article.

As a result he found that his business was greatly benefited. He retained old customers and built new trade with others. In short he demonstrated to his own satisfaction that the determination to buy is very frequently influenced by price considerations, and that a customer often came to his store more nearly convinced that he wanted the implement or machine simply because he knew the price it would be. Reminded that by publishing prices he was furnishing facts for his competitor, this dealer said that he did business on the theory that he had no competition. At all events, his policy of quoting prices to his trade paid him and paid him well.

A Comparison

Everything new has met with opposition. The flail man jeered at the threshing machine, the humorist filled pages on the antics of the internal combustion engine, but the engine and thresher have come to stay. The laws of economics swerve not. The use of the tractor is as inevitable as the use of steam and electricity in the factory. The flail man could not compete with power—he is now out of business. The horse cannot plow, cultivate, drill, thresh or haul so cheaply as can the tractor.

What we face in marketing the tractor to-day, our ancestors faced in selling harvesting machinery. The purchaser saw only a man who wanted his money, but the world has changed from hand-harvesting and poverty to power-harvesting and prosperity. In those days—as now—the farmer did not comprehend the alleviation of the toiler, neither did he realize that he was sharing in a renaissance which in a few years would change the standard of living in the whole world.

Filling the Graveyard

To prevent waste is one of the first essentials in conducting a retail implement business. There is no line of goods so likely to be neglected and abused as are farm implements and machinery. It would make interesting reading to see, for instance, the number of binders which were used on this year's harvest that are still lying out to the gentle mercy of the elements under the skies of the prairie provinces. A million dollars would by no means cover the value of the farm machinery un-

covered this winter in western territory.

And add to this the wagons, implements and vehicles returned because of non-payment, or because of defects claimed, possibly unjustly, by the purchaser.

Such returned goods form the graveyard of the implement business. Their value in the aggregate runs to hundreds of thousands of dollars—second-hand wagons, implements and equipment which can be regarded as unestimable assets. These goods, which may not be totally worthless, might have been repainted, re-fixed and resold, thus preventing the total loss that must inevitably follow when the dealer's graveyard is subjected, season after season to rain, sun, frost and snow. Exposed to the elements the machines deteriorate so rapidly that at last the junk man is called in to accomplish their final interment. If these machines cannot be sold at once surely they are worth re-furbishing and protecting from the weather. They are, in very truth, a graveyard, and may truly become the tombstone of a business. With them sinks money that might be used to better advantage, and that may be urgently required for the prosecution of the business.

The Individual Outfit

The weather fluctuations last fall proved out the weak points of large threshing outfits in an economic sense. Days of idleness wiped out profits. Hold ups in working and starting too soon resulted in tough grain. Idle teams consumed feed at a great pace. A practical farmer points out that if the acreage is too great and the crop too large to stack, then it is large enough to justify the purchase of an individual threshing outfit. The large outfit has its merits, especially where crops are of good size and have been stacked, also where crops are large and weather favorable, but he who requires continuous good weather to avoid operating at a loss is safest to purchase an individual threshing outfit.

Keeping the Boys on the Farm

There is no doubt that the farms in the past have been robbed of some of their best by the attractiveness of city life. Conditions have come to where we must keep the boys on the farm, and we believe that the addition of mechanical power will be one of the solutions to this question. It will make the farm more attractive, relieve the boys from taking care of so many horses during the winter months; and boys turn naturally to mechanical ideas. It also profits the trade.

Personal

C. R. Camkin has opened a harness concern at Franklin.

Alfred Kielman has sold out his harness business at Grayson.

C. M. Hysmith has discontinued his harness business at Didsbury.

A new implement firm at Robsart is Anderson, Millar & Ohlmssted.

W. Adolf has sold his implement business at Neudorf to V. Gobel.

A. A. Marquette has discontinued his implement stand at Pilot Butte.

John Letarte has discontinued his harness business at Fannystelle.

B. B. Olson has commenced a retail implement business at Gimli.

John Blaikie recently started a harness store in the town of Newdale.

Samuel Pinvidic has discontinued his harness business at Ste. Rose du Lac.

Joseph C. Stewart has discontinued his implement business in the town of Ryley.

A. D. Currie, recently commenced a retail implement business at Lloydminster.

C. C. Corbett has sold out his implement business at Sifton to a dealer named C. Olson.

Rankin & Hodgson, Nokomis, have sold out their auto business to a dealer named Riddell.

Albert P. Rowat has bought out the implement business at Dauphin formerly owned by J. A. Reid.

M. H. Klassen now carries on the implement business at Herbert, formerly owned by Penner Bros.

Rue & Ulrich, implement dealers at Champion, have dissolved partnership. Daniel Ulrich continues.

J. A. McArthur has taken over the implement business at Duck Lake, formerly controlled by A. Spriggs.

Kyle Bros. & Pringle, machine men at Wilkie, have dissolved partnership, the last named continuing.

The Winnipeg Art Metal Works in Winnipeg has been sold out to A. Schmidt, a former proprietor.

George T. Ledingham has acquired a half interest in the Victoria Auto & Carriage Works, Victoria, B.C.

W. J. Chinner, an auto dealer at Minnedosa, has sold out his stock and interests to a concern that will do business under the

heading of Fowler, Hartrick & Sullivan.

J. W. Powell, an implement dealer at Avonlea, has closed down his warehouse at that western point.

L. H. Leavens has sold out his implement and livery business at Foxwarren to a dealer named Charles Laycock.

W. H. Warmington has sold out his hardware and implement business at Alsask to a dealer named W. Groat.

Arthur D. Ward has sold out his harness business at McTaggart. The name of purchaser is not yet made public.

At Bredenbury, Cook Bros. have bought out the hardware and implement stock formerly owned by P. S. Hall.

The Hammond, Stooker Co., Winnipeg, has gone out of business, having assigned for the benefit of its creditors.

James H. Fraser has retired from the Fradoc Trading Co., a concern handling implements in the town of Edgerton.

The hardware and implement stock of the Cabri Hardware Company has been sold to A. L. McKibbin and J. Laidlaw.

Thomas Conway, a hardware and implement specialty dealer at Miniota, recently suffered a loss by fire in his warehouse.

The implement firm of Thurlow & Topott, at Marshall has been broken up. H. Thurlow now has sole control of the business.

It is reported that T. M. Brown, a dealer in coal and farm machinery at Yellow Grass, will move his business to the town of Khedive.

A. M. Smith, a hardware and implement dealer at Griffin recently suffered considerable financial loss due to fire on his premises.

E. B. Nichol has taken a partner into his auto agency business at Morse. The concern is now known as Nichol & McPhatton.

F. Hess, an implement dealer at Zurich, Ont., is erecting a substantial implement warehouse in that town, at a cost of around \$3,000.

It is reported that Paul Colleaux, a dealer at Marcellin, has sold out his business at that point to a machine man named J. B. Dorais.

W. Hyan, a "waxie" at Midale, has closed down at that point, H. Stevens, another harness man, located at Parkside, following his example.

T. B. Ashbough has commenced an auto livery and repair concern at Gray, while a new firm handling oils and farm machinery

in the same town are Eichenberger & Co.

The Hero Mfg. Co., makers of fanning mills, etc., at Winnipeg, have amalgamated with the Munro Steel and Wire Works of this city.

The stock of hardware and farm equipment, belonging to the Bristow estate, at Kelwood, was recently sold to a dealer named Arnovitch.

F. Sager, formerly service manager with Jos. Maw & Co., has accepted a similar position with the Western Canada Motor Car Co., Winnipeg.

A. J. Smith has commenced a retail implement business at Eriksdale. We wish Mr. Smith every success in his venture at that point.

The firm of Patton & Hamilton, dealers at Pinkham, has been dissolved. In the future James A. Patton will carry on the implement business alone.

O. M. Akers is the latest addition to the implement fraternity at Shaunavon, where he has commenced a machinery and grain commission business.

Archie Dickson has opened a new implement warehouse at Scotsguard, while in the same center Hays Lent has opened a garage and repair shop.

Rattray & Dunaway, garage owners and auto experts at Kam-sack, have dissolved partnership. In future W. S. Rattray will have sole control of the business.

J. H. Beckett, an implement dealer at Expanse, has sold out his interests in that center to a firm doing business under the heading of Finn & McDowell.

A new concern, incorporated in Toronto to manufacture gas and gasoline engines, is the Canadian Tygard Engine Co. This company is capitalised at \$3,000,000.

M. J. Eastman, who carries on a butcher's and implement business at Riverton, has decided to quit the former and will concentrate on plows instead of porterhouse in the future.

The Standard-Detroit Tractor Company, of Detroit, Mich., has been organized with a capital stock of \$100,000 for the purpose of manufacturing gasoline tractors and other farm machinery.

C. P. Anderson, of Jos. Maw & Co., Winnipeg, has just returned from a business trip to Detroit and other points in Michigan. While away Mr. Anderson attended the Chalmers Convention, and also visited the Hupp & Reo factories.

D. R. Parsons has sold his implement business at Palmer to the firm of Campbell & Marsh. In

the same town Robertson & Sutherland, implement dealers, have dissolved partnership, T. H. Sutherland assuming control of the business.

The Chevrolet Motor Co. of Canada was recently incorporated at Toronto to manufacture automobiles. This company is capitalised at \$500,000. The Breen Motor Co., Winnipeg, have secured the agency for distributing this car throughout Western Canada.

A report from La Porte, Ind., announces the organization of the Leo Rumely Tractor Co., with a capital stock of \$30,000, which will manufacture a small tractor known as the "Hoosier." The promoters of the company are men formerly connected with the M. Rumely Co.

In the International Harvester organization, M. H. Wood has been promoted from salesman to blockman on the Saskatoon territory, while Edgar Norsman, formerly assistant cashier at the South Bend, Ind., branch now occupies the same position at Winnipeg general agency.

We regret to note the death, early in November, of J. O'Connell, a collector for the J. I. Case T M. Co. in the Saskatoon territory. Mr. O'Connell was killed near Aberdeen, Sask., when his auto turned turtle pinning him beneath. He leaves a wife and three young children.

The Union Tool Co., Torrance, Cal., is placing on the market a three-wheeled general purpose tractor which will sell for between \$900 and \$1000. It weighs 4,000 lbs., and has a two-cylinder motor. The overall length is 13 feet, the width 6ft. 7in. Three years' experimental work have been spent on this model.

C. S. Brantingham, president of the Emerson-Brantingham Co., Rockford, Ill., recently spent a well-earned vacation on a trip to the Pacific Coast. He visited a number of the company's branches during his trip, and also took in, accompanied by his wife, the exhibitions at San Francisco and San Diego.

D. N. Jamieson, manager of the R. A. Lister Co., Winnipeg, recently returned from a business trip which embraced Regina, Calgary, Saskatoon and several other points. Mr. Jamieson is well pleased with the results of his tour, and looks forward to an excellent spring and summer business for his company in Western territory.

The Gasoline Engine & Supply Co. were recently incorporated in Winnipeg with a capital of \$5,000. The incorporators are Edwin

Percival Hayden, Wayne Francis Rondabush, Charles Sargent, Cecil R. Philip and Thomas Wesley Robinson. It is stated that the company will carry on business as makers and vendors of all kinds of machinery and engines.

It is with pleasure that we report the appointment, by the Manitoba Department of Agriculture, of George Batho as Editor of Agricultural Publications of the Department. For twelve years Mr. Batho has been Editor of "The Nor'-West Farmer," a position which he occupied with conspicuous success. A singularly capable agricultural journalist, Mr. Batho is a practical farmer as well. Both theoretically and practically he is eminently suited for the important Government position which he now occupies.

J. B. Bartholomew Honored

J. B. Bartholomew, president of the Avery Co., Peoria, Ill., was recently honored by his election as president of the National Association of Thresher Manufacturers. The convention was held in Chicago last week. Mr. Bartholomew has always been active in the work of that organization.

The Elimination of the Unfit

"The retail dealers' plea that to him belongs the service of retailing and distributing implements is undeniable, providing he makes good and proves to the farmer that he is the most dependable, most reliable and most efficient factor for this purpose," said an implement salesman.

"In the nature of things, the crude, the unreliable and the inefficient dealer must and will of necessity be relegated to some other form of activity, and it will tend to enhance the dignity of, and create for an industry perhaps the most important in this country, more stable and sounder conditions."

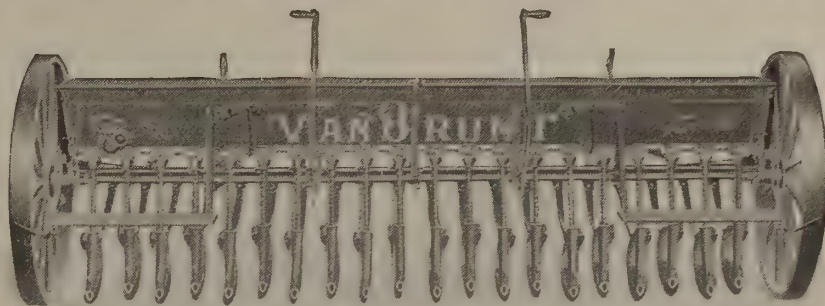
Overhead Expenses Increasing

Do you know that the overhead in the wholesaling and retailing of farm machinery has doubled in the last six years, and it is increasing at an alarming rate each year? We owe it to our customer, the farmer, to begin at once to trim it down. Did you ever stop to consider that you are furnishing more service to your customers than they care to pay for if they only knew it was figured on the first cost of the goods? The great majority of your customers think all this service you render and call upon manufacturers for is free as air. Why not tell them different?

SELL THE LINE OF QUALITY

THE UP-TO-DATE LINE

Why buy an imitation when you can get the original at a fair price

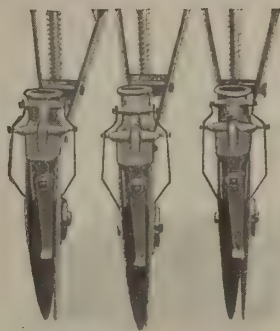


The Drill that is right! Feeds right, and gets the right results!

The Only Reliable Drill—The VAN BRUNT—Single, Double Disc or Shoe

DEALERS!

See that your Contract calls for the Van Brunt Drill. Do not fall for "Just as good"



Showing Double Disc Van Brunt Drill Attachment

DEALERS!

If you have not received our 1916 Folders, drop us a card, and we will supply

A REAL ONE-MAN TRACTOR PLOW

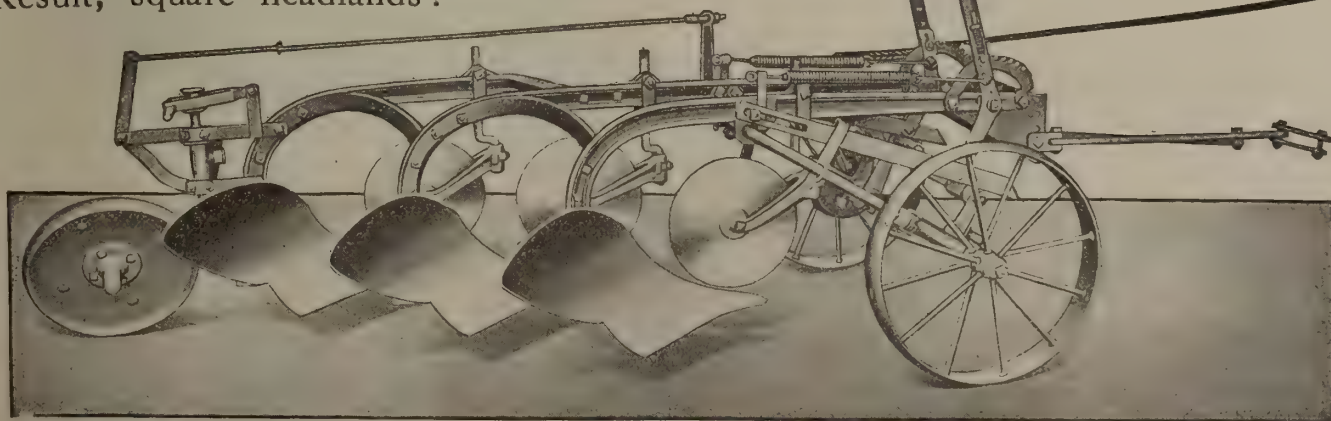
For Which There are Many Prospects in Your Community—
And Easier to Operate than Falling Off a Log

Easily Sold—Because:

It has simple and effective Power-Lift that raises all the bottoms high and level!
Bottoms raised or lowered in only 14 inches of ground travel!
Result, square headlands!



Hitch adapted to any style of Tractor!
Flexible Front Truck!
Furnished in two or three bottoms!
Stiff hitch—you can back this plow!



Equipped with John Deere Quick Detachable Share

The John Deere Pony Tractor No. 3. Pull the rope to lift, pull again to drop. (Illustrates High and Level Lift)

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton

Why Not Poultry Supplies?

You have a rough idea of the number of people in and around your community who keep poultry. While you may not have ever had the time or inclination to take a local hen census, you can be very sure, if you have to buy eggs, that the hen is a mighty economic factor in the land. And few economic factors have been more neglected. Consider, for instance, if every individual family who keep hens in your community were to buy poultry supplies from you to the value of \$2.00 per year. Would that awaken your interest to the value of the humble hen as a means of increasing the profits in your store.

The day is fast passing when the hen is a neglected unit that gets to scratch for her own living and raise a brood of chickens anywhere and anyhow. Poultry raisers have at last realized that they cannot successfully produce eggs and fowls for sale unless they follow some systematic method of raising and feeding. The season for pushing poultry supplies lies between December and the end of April. That season is in many ways your "dull" season, and it need not be by any means.

A great many dealers think that there is nothing in the poultry

supply business simply because they have ignored it, with the result that it has drifted to the mail order and direct selling concern, who have come to consider that it is theirs by divine right.

Three-quarters of the population who reside within trading distance of the implement and farm equipment dealer raise poultry. Some of these poultrymen and women perhaps limit their activities to a dozen fowls, while others number their stock in half hundreds, hundreds, and even more.

If these men or women want to buy an incubator, will they come to your store when they know that you do not stock poultry supplies? And the incubator is only one thing in this line. There are, as well as incubators, brooders, bone cutters, lice-killers, feeding troughs, grit boxes, drinking fountains, steel coops, sanitary nests, grain mills, feed choppers and egg cases. Small articles which will sell in large numbers are leg bands and egg testers.

All of these things can be sold, for the demand exists. Naturally the incubator and brooder is the most important item. Many makes of reliable incubators are in the market, and a great many more makes of cheap and poor in-

cubators which are sold by means of a price and an illustration. The only incubator for the dealer to handle is the good one, for cheap egg hatching machines have a come-back like the kick of a mule. If you sell a man or a woman a faulty incubator you bid them good bye, for nothing raises the ire of the poultry breeder like a hatch of spoiled eggs.

To stock and display the poultry supplies is the first essential, and to advertise them in your territory is the next. Incubators, brooders and the smaller articles in the poultry lines take up very little space. Anyhow, your space should be used to display goods that are seasonable.

As regards the profit to be made from the poultry supply business, it is easy for the dealer in the few months of the season to turn his investment at least four times. A net profit of forty or fifty per cent on the investment is not to be sneezed at these days. Poultry raising goods, as a matter of fact, pay about the biggest profit to the mail-order concern of anything it sells. An incubator sold by the catalog concern for \$10 costs wholesale about \$7, freight included. You can sell a better incubator and pay the freight yet make as big a profit.

Incubator demonstrations can

be easily arranged. With window space and a few placards you can display an incubator very nicely. Call attention to the self-regulating device; the safety lamp; the perfect ventilation, and the substantial construction of everything.

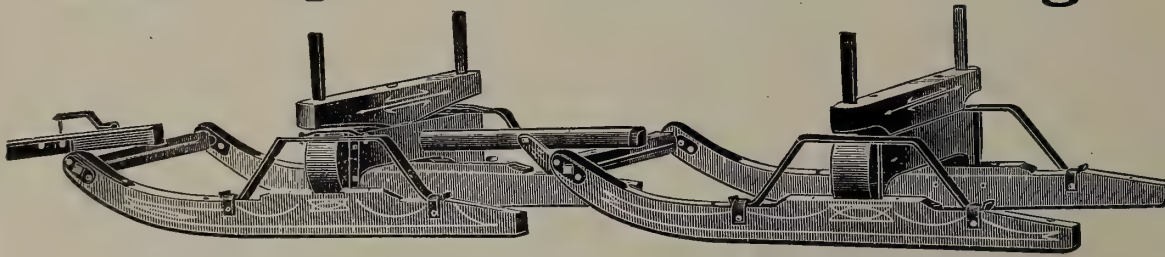
Procuring a supply of fertile eggs you can get a hatch out, and in a store window nothing attracts so much attention as the little machine-mothered chickens. Keep plenty of poultry booklets in the store for those interested in poultry. These booklets and government bulletins can be easily acquired by writing to Ottawa or to your provincial agricultural college. But the dealer must also read up on poultry or have a salesman who is an authority on the subject. This is necessary if you are to talk intelligently to the customer.

Practically every general farmer has a flock of chickens. High grade poultry is found upon most farms. The owners of these flocks are invariably on the lookout for articles which will lessen labor, facilitate feeding operations and owing to sanitary features ward off disease.

It is true that the majority of western dealers do not handle poultry supplies at all, and others only in a very small way. Why not be first in your territory to do so? People are buying poultry supplies by mail simply because they cannot find local dealers who sell the goods. Furthermore, you can sell poultry netting as a line in conjunction. Investigate this poultry supply business and find out how it can profit you. Write to the various concerns that handle or manufacture this class of goods. If you do not know their whereabouts we will be very glad to put you in touch with them. The dealer who goes after this trade cannot help but make sales—so long as he pushes the goods. Don't let good money drift out of your community when you can give better service, better satisfaction and better goods to your customers by handling poultry supplies.

Known goods sell easiest.

The Improved Reindeer Sleigh



Stocked in 2-inch and 2½-inch shoe, with both Steel and Cast Shoeing

You will not make any mistake by ordering a few sets of sleighs this year—especially good sleighs like the "Improved Reindeer."

Write for Prices

WE wish to take this opportunity to extend our thanks to the Implement Trade for their patronage during the year 1915.

We hope that you appreciated our service as much as we appreciated your business, and that we may have a continuance of same during the year 1916. We will guarantee to you

GOOD GOODS—GOOD PRICES—GOOD SERVICE

Wishing you individually the old time Greeting
A Merry Christmas and Happy New Year

D. Ackland & Son, Limited

THE
BEST
PLACE

Calgary
Edmonton



65-68 Higgins Ave.
Winnipeg

THE
BEST
GOODS



The Settlement of Freight Claims

The most frequent criticism of freight claim departments has always been in regard to tardiness in making settlements, and these criticisms are not only made by claimants, but by traffic representatives of the carriers, who are naturally interested in making the service they have contracted to perform as satisfactory to the shipper as possible. Many claimants cannot understand why claims which appear just to them should not be paid as promptly as they are required to pay their freight bills, or for the goods they ship. The reason for delayed settlements is not satisfying, regardless of how valid or how plausibly they may be presented, but as in the case of responsibility for loss and damage to freight, the real fault is not always with the carrier.

Often the claimant omits to supply some important document with his claim, or information that would avoid lengthy investigations to develop essential facts that he possesses. Under present commerce regulations the carriers must establish their liability in advance of claim payment, therefore if the validity of a claim de-

pends upon the verification of certain facts or conditions only obtainable through correspondence with railroads located at distant points of the country, allowance should surely be made for the additional time taken for such investigations.

The Personal Equation in a Sales Force

The direction of a field sales force is a very great and often difficult problem because, many times weeks and sometimes months pass before the salesman returns to the house, and then for a short stay, discussing the more important matters only. The salesman who returns to the field is the man who conveys to your customers the character of the house he represents; the class of goods you market or manufacture; your general business methods; and an impression of your aggressiveness. How essential, therefore, it is to have men whose address, personality and business methods reflect the character of the house they represent, and who by convincing and impressive methods, secure the order and leave a desire on the part of the customer, or at least a willingness, to place future orders for his requirements.

Lighting the Vehicle

We have often wondered why the law requires an automobile to have strong headlights while vehicles may travel at night without lights. In the United Kingdom both vehicles and bicycles are compelled to carry lamps at night for the safety of their drivers and occupants. It would certainly seem that, especially on country roads, lights could be used to advantage on the average vehicle. There are many types of buggy and carriage lamps on the market—possibly the best of these being the battery electric lamp. From the standpoint of both the occupant of the vehicle and the pedestrian, not to mention the automobile driver, lights upon the vehicle would seem to be a thing that could be further developed than is now the case.

Handling Paint and Varnish

The advisability of the implement dealer handling paints and varnishes arises from the fact that the dealer is essentially the man to sell the goods, as he is invariably the first to learn of any proposed new buildings or alterations. If, for instance, he has to give an estimate for the trim

for the interior of a dwelling or other building, he knows that paint will be required for either inside or outside. If a customer purchases nails, butts or bolts in large quantity, it usually means a new building or an alteration to existing buildings. Herein lies the value of a line in paints and varnishes.

In order to make the sale successful, the merchant must, of course, originally select a line of goods in which he and his clerks have the utmost confidence or failure is fore-doomed. That is not a condition peculiar to the paint business because the same result would apply in builders' hardware or anything else. It is absolutely essential that the merchant give his customer just as much as he can possibly give him for his investment. If he don't do it, his competitor will, and therefore the same care should be exercised in selecting a line of paint as is the case with any other line. Study the paint business—it pays!

The boast of mileage, the brag of power,

All new sundries wealth and genius showed,

Alike await the inevitable hour,

The path of glory ends on some country road.



The Chatham Kitchen Cabinet—A Home Necessity

Special Inducements!

During December we are offering our

CELEBRATED "CHATHAM" KITCHEN CABINETS

At Bargain Prices. Also our well-known line of Jumpers Quality Sleighs for little money

"Chatham" Fanning Mills

With both Hand and Power Equipments

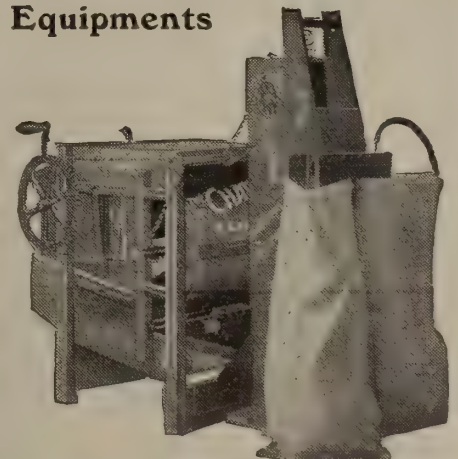
The Chatham Fanning Mill needs but little said to induce the intending buyer to select it as the BEST. Fitted with 4-foot Baggers and 8 and 12-foot Elevators.

For Buggies, Democrats and Delivery Wagons we are showing a larger range than ever for Spring.

GRAY-CAMPBELL, LIMITED

Head Office: MOOSE JAW, SASK.

Branches at: Winnipeg, Brandon, Saskatoon, Calgary, Edmonton



The Famous Chatham Chain Drive Mill

Tractor Demonstration in Ontario

During the first week in November a tractor farming demonstration was held at Guelph, Ont. During the three days of the demonstration it is estimated that roughly 5,000 farmers, dealers and spectators attended this interesting feature, the first of its kind in Eastern Canada. Among the exhibitors were:

The Avery Company, Peoria, Ill., showing their "Baby" Avery tractor, with a pulling capacity of two bottoms. This tractor operated Bateman-Wilkinson & Cockshutt plows, also a 4-horse cultivator by the T. E. Bissell Co. of Elora.

The J. I. Case T. M. Co., Racine, Wis., showed their light tractor pulling Racine-Sattley and New Cockshutt plows.

The International Harvester Co. of Canada, Hamilton, demonstrated their 8-16 Mogul Tractor, two models being on view. A three-bottom Oliver gang plow was handled with ease.

The Sawyer-Massey Co., Hamilton, Ont., showed their Gold Medal, the "27-50" tractor which won the honors at the Winnipeg

contests. This machine pulled a six-bottom Verity plow, by the Massey-Harris Co., also Massey-Harris discs and drills, and a ten-bottom Verity engine gang.

The Oliver Plow Co., Hamilton, showed a very comprehensive display of general purpose plows, horse, sulky and power, while the Verity Co. of the same city showed a large line of their goods.

The Bateman-Wilkinson Co., Toronto, showed a line of their plows at both the tractor and plowing demonstrations.

Cockshutt Plow Co., Brantford, showed their 3-bottom power lift engine plow, which attracted a great deal of attention.

The New Idea Spreader Co., Guelph, had on exhibit one of their manure spreaders, while the Gilson Mfg. Co., Guelph, had on exhibit their Gilson "Goes-like-Sixty" engines and the Gilson ensilage cutter. The T. E. Bissell Co., Elora, exhibited their famous disc harrow, its efficiency being shown behind an Avery tractor.

Words by a Booster

In a rousing address to the Tri-State implement dealers' convention, E. S. Ralph made some excellent remarks upon conditions in the implement business. He said, in part:

"There never was a time when there was so much yellow metal in this country as there is to-day, and the farmers have their share of it—a great big share. The day is coming when they must let loose of it.

"There are things which have militated against a big volume of trade. But there is no use to kick about it. Get busy and boost and

hustle, because the business is coming. I don't see anything punk in the future of the implement trade. If I did I would get out of it. It is getting better all the time."

"Now, talking about the future of the implement trade, you all should know something about cost education. You have got to make a profit on what you sell. If you don't you might as well get out of the business.

"We have got to go out and get the business. Every man knows his own locality best. He knows how he can approach his people. There are few local sales problems that resist solution. You can solve these problems, and the quicker you solve them the more money you will have. Somebody else can't come in and tell you how to solve them, not for a minute.

"There is a woeful lack of understanding; you are overlooking a bet. When the traveling man comes in the next time, why don't you get him down to the point. Say to the traveler, 'I want to know why I should buy that drill and why I should buy that plow. What is there different about it from any other?' Make the traveling man do it, and if he don't do it, write into the house and tell them that he is no good, because he isn't.

"The farmer has the money to plank down on his little Ford, or any other machine he wants to buy, or if he wants a Victrola he opens up his pocket-book and pays for it. It is about time that you fellows quit being bankers, and when this thing finally adjusts itself and comes to shorter terms, and the farmer pays you as he ought to pay you at the time he gets his stuff, or gives you short

time notes with interest, then you may be able to buy a little cheaper. Somebody has got to hold the bag, you know."

Binder Twine in Russia

Practically the only countries from which Russia imports binder twine are the United States and Great Britain, in the proportions of about 90 per cent and 10 per cent respectively. About 65 per cent of the binders sold in Russia are supplied by a U.S. harvester organization, and this company, possessing twine mills, as a rule sell twine to their own dealers and agents. The remaining 35 per cent of the binders are sold by companies who usually sell twine also, but their twine supply they procure from twine manufacturers.

Binder twines sold in Russia are manila hemp and sisal, the price to agents and dealers being about 7 roubles (\$3.50 approximately), per pood (36 lbs. English) f.o.b. car Baltic port. The price varies from year to year according to the price of the raw material. Credit must be given, the usual terms being about 30 per cent c.o.d. (which is collected by the railway authorities, who hand the money over to the forwarding agents at the port), and the balance July, August, September, according to the time of the harvest and depending on the degree of latitude. Binder twine is admitted into Russia free of duty.

Removing Scale

After an engine has been run for a time the water jacket is quite liable to become covered with a coating of hard scale usually of a lime formation. This is more apt to happen when hard water is used, and is found more often in hopper-cooled engines than in others, since the water boils continually in the jacket space. In time this scale becomes so thick that it may seriously interfere with the proper cooling of the engine, and some means is necessary to remove it.

The best method of removing scale from the jacket is to fill it with a solution consisting of one part muriatic acid and five parts of water, that is, if the scale is thick and hard. If it is only a thin deposit, a weaker solution will serve the purpose just as well and would probably be better to use. The time it should stand depends on the thickness of scale, but from twelve to forty-eight hours is usually sufficient.

Western Canada

We can furnish this pump with different styles of spouts. Furnished with swivel spout head for convenience in changing the direction of the spout.

Three strokes, 6, 8 and 10 inch

Regularly furnished for 1½, 1¼ or 2 inch pipe. Weight 90lb.

Implement Dealers, Hardware Stores and Pump Men ATTENTION!

Further described and illustrated on page 52 of our Catalogue.

We Manufacture a full line of Windmill, Lift and Force Pumps

Especially adapted to windmill or gasoline engine use.

Any standard pumping jack may be easily attached.

Manitoba Engines Ltd.
Brandon, Man., and Calgary, Alta.

Increase Your Profits this Winter

You can do so with ease if you handle our improved

TANK HEATERS

Our Heaters are made of the best material. One-piece body, heavy and durable. Have a more direct radiation surface than other heaters, and heat perfectly when water is very shallow in tank. Can be used to heat poultry sheds and other out-buildings. They burn everything burnable, use little fuel and are easily cleaned. Will last a lifetime. Most reasonable in price. Can ship immediately.

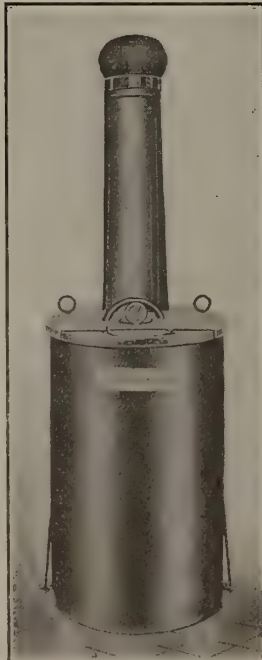
Write Us For Particulars

WE MANUFACTURE:

Metal Shingles, Metal Siding, Ceiling, Corrugated Granaries, Culverts, Well Curbing, Water Troughs, Oil Barrels, etc.

Winnipeg Ceiling & Roofing Co., Ltd.

P.O. Box 3006 F.I. Winnipeg, Man.



Long Terms vs. Cash Sales

If the retail implement business is to hold its own against the huge modern growth of direct selling concerns it will be an absolute necessity for the dealer to greatly restrict the promiscuous giving of credit through which he hamstring his business by the accumulation of unrealizable book debts. The large part that custom has played, and plays in the extension of credit in implement sales was forcibly brought out by J. A. Craig in an address to the National Federation of Dealers. Mr. Craig propounded the following queries:

"Can you give me any good reason why you, as a merchant, in your community whose sole business it is to buy and sell goods and we, as manufacturers, who make these goods, should be compelled to put from one and one-half to three times the amount of capital into our business that our sales amount to?"

"Now we manufacturers who are standing by the dealers and selling our product exclusively to the retail trade on these long out-of-date terms have the keen satisfaction of seeing others in our line running off with a number of cash sales who do business on that

basis and what is more than that, all the new and up-to-date class of goods such as automobiles, power equipment for the farmer and many of the luxuries for the home have but one class of terms—and that is cash with the order or on delivery; and this class of business is growing by leaps and bounds—nothing seems to bother them. Did you ever stop to consider that one medium priced automobile, sold for cash, costs as much as the entire line of farm tools necessary to carry on the work on an average farm of your customers? If you were to sell an outfit to equip a farm in your community all in one deal, how much time would you be asked to give on the sale? I will leave you to answer that question.

"Custom is governing us to a large extent in our business and not good sound business judgment. I could go on giving no end of illustrations of how this works out in our own business, but what is the use when you all know all about it.

"The terms of sale must be shortened in the implement and vehicle line and you dealers must be getting ready for the change, for it is surely coming.

"The second big problem we both must tackle is the excessive selling expense in the business.

"Do you know that the overhead in the wholesale and retail of our line has doubled in the last six years and it is increasing at an alarming rate each year? We owe it to our customer, the farmer, to begin at once to trim it down. Did you ever stop to consider that you are furnishing more service to your customers than they care to pay for if they only know it was figured in the first cost of the goods. The great majority of our customers think all this service you render and call on us manufacturers for is free as air. Did you ever tell them any different? The time is coming—and right close at hand—when our prices will be based on the service furnished with the sale when it is made and you will have to govern yourself in dealing with your trade in a like manner. Again I repeat—get ready, for this is another change that is coming."

Car Shortage in U.S.

A traffic expert states that American railroads are confronted with one of the worst car shortage situations of recent years, due to the huge grain crops of the

country and Canada, the unexpected industrial tonnage from war orders from steel plants and the inability of the roads to get new cars which have been ordered by the thousand, turned out rapidly enough to meet the conditions owing to the demands upon the steel and car building factories.

"There are four elements which have brought about this situation," explained this authority. They are the huge grain crop of this country, the movement of Canadian grain through this country for export, the unexpected industrial tonnage resulting from war orders and the runaway steel market, which makes it impossible for the railroads to get new cars now that they want them."

Dates of 1916 Fairs

On November 19, the West Canadian Fairs Association, in convention at Edmonton, decided the following dates for the holding of the different fairs throughout the West during 1916. These are as follows:

Calgary—June 29 to July 5.

Red Deer—July 6 to 8.

Edmonton—July 10 to 15.

Brandon—July 17 to 22.

Regina—July 24 to 29.

Saskatoon—July 31 to August 5.

Year-End Resolutions

OURS:

To make only the best goods that can be made, and to handle only the best procurable; to give honest values, square dealing and prompt service, and to aid in every way the retail implement dealer who is doing business in a business-like way.

YOURS:

To handle the Tudhope-Anderson Line, assured that no other so fully guarantees success or satisfaction to the customer; to profit by the high quality and exclusive features of Tudhope-Anderson goods, and to push them during 1916.

The Tudhope-Anderson Line

Riding, Walking and Engine Plows	Disc, Steel and Wood Harrows
Harrow Carts	Pulverizers
Stationary and Portable Gas Engines	Mowers
"Empire" Sleighs	Rakes
Grain Drills	Stackers
Manure Spreaders	Smut Cleaners
Cultivators	"Winner" Fanning Mills
Wagons	Trucks
Lorries	

WRITE FOR OUR 1916 AGENCY PROPOSITION

Tudhope-Anderson Co., Limited

WINNIPEG

REGINA

SASKATOON

CALGARY

Binder Twine in 1915

Cordage Trade Journal, in a comprehensive report on the binder twine business of 1915, considers that the season ended has been one of the most satisfactory in recent years.

It was a season of difficult problems, says our contemporary, beginning with a large surplus of Twine and declining raw material markets; running into a large sowing of Winter wheat and a stoppage of the shipping of the principal Fibre used in the manufacture of Binder Twine; then passing to increased acreages of Spring wheat and oats, and finally ending with record crops that maintained a good demand to the very end of the principal harvests, which were delayed in the U.S. by the weather conditions in such a manner as to enable manufacturers to supply the demand without

difficulty, notwithstanding the reduced production caused by the shortage of Sisal Fibre in mid-season, and absorbed the output of Twine, leaving the smallest stocks unsold, in recent years.

After an extensive review on prison twine prices, which do not affect the Canadian market, this authority comments on the situation which developed in Yucatan whereby it was a moot point whether fibre would be procurable in quantities sufficient to make sufficient twine for the year's supplies. Pressure from Washington was, however, brought to bear, and the embargo was lifted. On March 18 the International Harvester Company announced prices "on business already booked." Their schedule was $1\frac{1}{4}$ cents lower on Sisal; 1 cent lower on 550-foot and 600-foot, and $1\frac{1}{4}$ cents lower on Pure Manila than in 1914. On March 20 the Plymouth Cordage Company named the following prices: Sisal and Standard, $7\frac{3}{4}$ cents; Plymouth "L," 600-foot, 10 cents; Premax, 650-foot, $11\frac{1}{4}$ cents; Pure Manila in small lots, $12\frac{1}{2}$ cents.

On April 12 the Plymouth Company re-entered the market with these prices for small lots: Sisal and Standard, $8\frac{1}{4}$ cents; 550-foot, $8\frac{1}{2}$ cents; 600-foot, $10\frac{1}{4}$ cents; Premax, 650-foot, $11\frac{1}{4}$ cents, and pure Manila, 650-foot, $12\frac{1}{2}$ cents. On April 14 the International quoted as follows: Sisal and Standard, $8\frac{1}{4}$ cents; 550-foot, $8\frac{3}{4}$

cents; 600-foot, $10\frac{1}{8}$ cents; Pure Manila, 650-foot, $12\frac{1}{2}$ cents. These revised prices were maintained to the end of the season. The figures given are at factory quotations.

The Duty of the Dealer

It is beyond dispute, a fact, that the present, up-to-date implement dealer, putting in his life on the job, furnishing farmers with the best modern equipment for producing larger, better and more diversified crops, is the right man in the right place. It is also a fact that, during recent years, the live dealers have obtained a broader vision of their usefulness.

Implement dealers to-day recognize they have other duties than merely selling farm equipment—they vie with each other in giving the best service to the farmer—keeping his machines going during critical periods—studying the possibilities of greater agricultural efficiency in his locality—taking his rightful position of a leader among the merchants of his home town—helping to organize farmers' clubs—securing better seed—showing farmers how to get the best results from their land, boosting better roads, and in urging greater co-operation between town and country-town people and farmers.—W. S. Thomas.

Success is only won by effort.

Ourselves—as Others See Us

It's good, once in a while to hear what other people think about you—and about your business. The implement trade, alas! has had its full share of curses and brickbats—one little example of which we gleaned from the Gleichen "Call," as published on November 11. This weekly says editorially:

"The implement collectors and other company collectors are around like a pack of coyotes endeavoring to get a bite of the carcass. Oh, you benevolent and altogether kind farmer, you strata of the social fabric, how would the parasites exist without thee! How!"

Wearily we ponder over the fact that if the hungry pack of coyotes had not given the credit the fertile country surrounding Gleichen would still be a stamping ground for buffalo. If Gleichen community does not like collections, why do they ask for credit. We can bet that the dealers in that district would gladly sell for cash—even at the risk of being called "hold-up" men. Truly both parasites and prophets have no honor in their own territory. Query: Do Gleichen dealers advertise—or why is the local editor so peeved?

Moline Plow Co. to Sell Twine

It is reported that the Moline Plow Co., Moline, Ill., has entered the U.S. twine field, and by next season will be prepared to supply all its dealers. The company have arranged for the manufacture of a line to be known as "Moline" twine, which will be handled by all the Moline branch houses in the U.S. This twine will be of standard quality and weight, and the company announce that it will be sold at the lowest possible price—comparing favorably with the cost of other standard twines.

Canada's Forest Resources

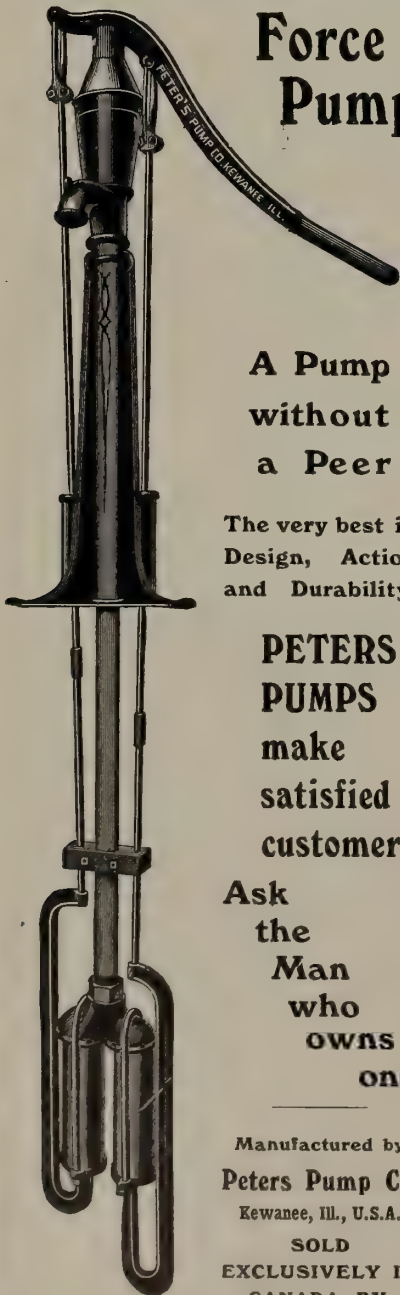
A recent government report gives Canada's timber resources. The acreage of forest lands of commercial importance, by provinces, are as follows:

Quebec, 130 million acres; British Columbia, 100 million; Saskatchewan and Alberta, 100 million; Ontario, 70 million; New Brunswick, 9 million; Nova Scotia, 5 million; total, 414 million acres.

Canada's pulpwood resources are extensive, and there is ample water power for grinding the pulp. The saw timber consists largely of soft woods. In the east this is white and red pine, spruce, balsam fir, and hemlock; in the west Douglas fir, western red cedar, western larch, and Sitka spruce. Ontario grows most of our hardwood timber—mostly maple and birch.

Peters Double Cylinder

Force Pump



A Pump without a Peer

The very best in Design, Action and Durability.

PETERS PUMPS make satisfied customers

Ask the Man who owns one

Manufactured by
Peters Pump Co.
Kewanee, Ill., U.S.A.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary
Write nearest Branch House for Particulars



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:

346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

**C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.**

Finance and the Implement Business

C. S. Brantingham, president of the Emerson-Brantingham Co., gave an excellent paper on the above subject at the recent convention of the National Implement and Vehicle Association. He pointed out that crops were essential for the subsistence of the human race, but that without farm machinery crops could never be raised to feed the population of the world, while reserve stocks of foodstuffs would be impossible. Consequently, therefore, the financing of the implement business amounts to the financing of a basic industry on which rests the main food supply of the world and all comforts and luxuries.

Without the present day crops raised with the aid of farm machinery, there would be no purchasing power for such clothing as we have to-day, nor carpets, furniture, automobiles, pianos, victrolas; in fact nothing but the barest necessities and of the most primitive kind.

And yet how is this most important basic industry being financed? Broadly speaking, by waiting until all other industries have been paid and then taking its pay out of what is left, when in fact it should

be the first to receive its money. The grocer, the dry goods man, the meat man, who supply the farmer with their wares are absolutely dependent upon the results of farm machinery for their livelihood, and yet they require and largely get their pay in cash, or within a comparatively short time after the goods are purchased and delivered and long before the farm machinery man is paid.

The steel man, the pig iron man, the lumber and paint man, demand and get their pay also practically in cash. They supply the materials from which farm machinery is made. Their business would be nothing but for the large crops made possible by farm machinery.

The Implement Man Waits

The farm machinery man, however, waits until the crops are harvested and sold, and too frequently waits until two or three crops are harvested and sold, with the result that he becomes not only the manufacturer of this basic necessity, but he finances enough capital to buy land for factory sites, builds and equips buildings, and pays cash for materials and labor and carries the goods until they become seasonable. In addition to

all this, after delivering his goods, the farm machinery man borrows money largely to carry his accounts until the crops are raised and sold before he gets his pay.

This means the employment of capital to the extent of from one and one-half to over three times his yearly sales, or in other words, he employs from \$1,500,000 to over \$3,000,000 capital for each \$1,000,000 of sales, that he may help raise the crops on which all these other industries flourish, and they at the same time turn their capital from three to six times annually, or with \$1,000,000 capital they may sell from \$3,000,000 to \$6,000,000 per year. By capital, we mean capital stock, surplus and borrowed money.

It can readily be seen that on this basis when the farm machinery manufacturer makes ten per cent profit on his sales, he makes only 5 per cent on his capital as against the shorter term people making 10 per cent on their sales and 30 per cent on their capital if turned three times annually, merely on the difference in terms.

Few people realize what all this means and few farmers realize

what it means to them in the cost of the farm machinery they buy, for they are paying an enormous rate of interest for the extended credit system which they demand. This cannot be changed by individuals but could be if the whole system were changed to a sixty-day net basis with usual discount for ten days.

This clearly shows the cost to the farmer of the present system, saying nothing of the burdens carried by the manufacturer in providing funds to finance the long drawn out way of conducting the business.

Why is all this so?

The Establishment of Credit

Present conditions are a result of implement sales terms established years ago when the country was still young. Farmers had little money because they had no machinery with which to raise crops in profitable volume. Country banks were small since little money was deposited. But the strong, nervy, fearless pioneer farm machinery manufacturers, who realized the conditions then existing and what it meant for the world to have larger crops, capitalized their courage and integrity, borrowed money to build factories and finance the farm machinery industry, and this at a



Tell Your Customers

to beautify their homes by fencing the lawn and garden with Peerless Ornamental Fence.

YOUR success in the sale of fencing does not depend so much on your sales ability as on the fencing you sell. It's fence service—not price—that brings you customers. Ours is a fence of service—a fence of repeat orders. We have letters from dealers all over the Dominion substantiating these statements.

PEERLESS Ornamental Fencing

is made of strong, stiff, galvanized wire that will not sag. In addition to galvanizing, every strand is given a coating of zinc enamel paint, thus forming the best possible insurance against rust. Peerless Ornamental Fence is made in several styles. It's easy to erect, and holds its shape for years.

Send for free catalog. If interested, ask about our farm and poultry fencing. Agents nearly everywhere. Agents wanted in open territory.

The Banwell-Hoxie Wire Fence Co., Ltd.
Winnipeg, Man. — Hamilton, Ont.

THE SEASON'S GREETINGS, AND MAY PROSPERITY BE YOURS DURING 1916

And we believe that prosperity is assured for the man who secures the Agency in his territory for the Lister line. Are we represented in your community? If not, write us to-day.

Lister, British-Built, Gasoline Engines

Lister Engines are built up to a standard—not down to a price. From base to muffler they are the best materials and the best workmanship. Ignition by high tension magneto—no batteries to go wrong. Automatic Force Lubrication. Economical to run; absolutely dependable. Made in 2, 3, 5, 7 and 9 H.P. For downright quality the best engine you can sell.

Sell "Canuck" Gasoline Engines

The Canuck is "the Engine with the trouble left out." For the man who wants a low-priced engine it is the best that money can buy. Made in sizes from 1 1/4 to 10 H.P. Jump spark ignition, hit-and-miss governor; ample lubrication. Hopper cooled or air cooled. Starts easy, runs smoothly and develops full rated horse power. Ask us for particulars of the "Canuck." It will sell in your territory.

Lister Grinders

We guarantee the Lister Grinder to grind more feed on the same power than any grinder of the same size on the market. Great capacity, easy running, never clogs. Handles all feeds with equal success. Strong reversible plates with worm force feed. Equipped with bagger attachment when ordered. Sold with or without legs. Ask for full particulars.

Get our 1916 Contract

WE HANDLE:

Lister Gasoline Engines
Electric Light Plants
Canuck Gasoline Engines
Grinders Saws Pumps
Lister Milking Machines
Cream Separators, etc.

R. A. LISTER & CO., LTD.
WINNIPEG, MANITOBA

TORONTO, ONT.

ST. JOHN, N.B.

period when country bankers had insufficient capital and deposits to finance the farmer with little or no assets, money or credit wherewith to buy implements.

While it is true these pioneer manufacturers did this largely for profit, it was at a time when the gross profits were much larger than now, or they would not have been able to carry their undertakings through. But even so, the road is strewn with wrecks of farm machinery companies, which were unable to finance so heavy a burden. In those days the steel and iron manufacturers assisted somewhat by giving four, six and eight months' time, all of which terms have long since been withdrawn. To-day if a customer of theirs does not discount his bills, his credit is impaired. This feature in farm machinery production is one that no farmer considers.

Power Plowing in Scotland

The Highland and Agricultural Society of Scotland recently held a power plowing demonstration in the North of Scotland. Stubble and grass soil were both worked on by tractors, which came forward, of which there were three American tractors with power plows and a two-furrow horse plow—which, by the way, is an innovation in the intensive agriculture practised in Scotland. Of the British-made machines, the leading was the Wyles motor plow, made in Manchester, England. This tractor develops 11 h.p., weighs 22 cwts., and is priced at £272, or \$1,360. A two-furrow gang plow was shown by Messrs. Sellars, of Huntly, Scotland. Among the American tractors were the Sandusky, with 40-45 h.p. weighing 3½ tons and priced at 550 guineas, or \$2,625.

Great interest was aroused by the "Mogul" oil tractor, put forward by the International Harvester Co. of Great Britain. The British price quoted for this 16 b. h.p. machine was £265, or \$1,325. Of the Mogul a Scottish correspondent, who is a practical farmer, writes us:

"The Mogul oil tractor, with its three-furrow plow, a moderately powered machine for general purposes, elicited great praise. The way it left the straight, uniform furrows behind it suggested ease of control and efficient steering. In the case of the Mogul, the heavy road wheels ran on the unploughed land and well away from the last cut edge, so that a good clearance was effected and no disturbance of the land face took place. In each case also the front or steering wheels were placed closer together than the rear wheels, and pivoted on to the engine frame in such a way that they quickly responded to change of direction or irregularities in the land. The variation in the width at which the wheels are set does away with the objection to tracking or traversing the same ground by both sets of wheels. The Mogul was of good length, well distributed, and taking into account its weight and horse power, capable of exerting a very tidy pull. It should sell in Scotland.

"It would seem as though the number of work animals kept for farm work is not governed by the power necessary to do the work to best advantage but rather by what the farmer can afford to keep and get the work done after a fashion. All authorities on tillage agree that the depth of plowing should be increased from the present average depth of four or five inches to eight or nine inches, and in some sections of the country deeper. Very few farm lands are plowed as deeply as they should be and it is doubtful if the present animal equipment is equal to the task of cultivating the soil to the proper depth.

"A horse is capable of hauling only one-eighth of its weight continuously at a speed of two and a half miles for a period of eight hours. According to that basis of figuring, the power of an animal is directly proportional to its weight and, therefore, if we double the depth of plowing we must increase either the number of horses 70 per cent, or what is the same thing, increase the number of horses now on the farms of this country 70 per cent with a corresponding increase in investment and cost of maintenance."

The Happy Medium

A good manager, who is ambitious to make a record for quality in his work, must necessarily be critical and keep his men keyed to the right pitch. If, however, he goes too far and becomes too exacting continually, it is irritating, and the result is friction instead of satisfaction. It is a wise manager who knows just how exacting to be.

Animal Power and the Depth of Plowing

In an address delivered recently, Prof. P. S. Rose made some striking remarks regarding the comparative qualities of the horse and the gasoline engine or tractor. He said in part:

GRAND
TRUNK
PACIFIC

CHRISTMAS EXCURSIONS

GRAND
TRUNK
PACIFIC

HOME VISITORS and EASTERN CANADIAN
Daily During December

to
St. Paul, Minneapolis, Duluth, Chicago, Milwaukee, London, Hamilton,
Niagara Falls, Toronto, Montreal, Moncton, St. John, Halifax, etc.,
via

Transcontinental Line or Chicago and Grand Trunk Railway System
ELECTRIC LIGHTED TOURIST CARS

LOWEST FARES AND SPECIAL PRIVILEGES

Grand Trunk Pacific Agents will be glad to assist in arranging itineraries and furnish any information desired.

W. J. QUINLAN, District Passenger Agent

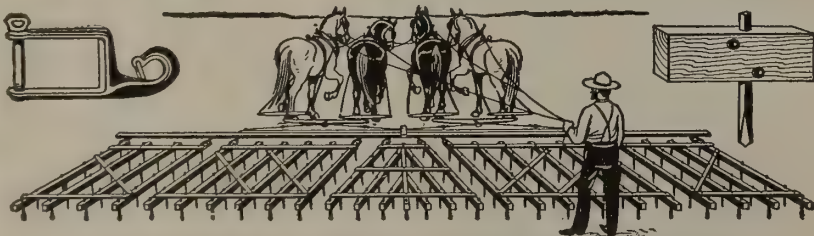
Union Station

Winnipeg, Man.

Tickets to the OLD COUNTRY on sale Nov. 15 to Dec. 31

YEAR IN-YEAR OUT—WATSON'S HARROWS LEAD

**THEY STAND ALONE FROM THE STANDPOINT
OF BOTH DEALER AND FARMER**



WATSON'S BOSS WOOD HARROWS

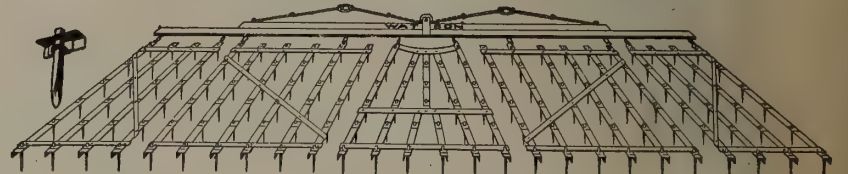
These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design, possessing exclusive features that make them easy sellers. Sizes: 78 Tooth, 14 feet; 102 Tooth, 17 feet; 150 Tooth, 24 feet.

These Harrows are—like every item in our line—the result of years of experience. They appeal to every farmer and give absolute satisfaction. Ask for prices and particulars of any of the following. Our line includes:

Sweep Grinders	Horse Powers	Grain Grinders	1½ H.P. Engines	Roller Crushers
Feed Cutters (seven styles)	Wood and Pole Saws	Farm and Bush Sleighs	Pump Jacks	
Light Delivery Sleighs	Heider Eveners (all sizes)	Root Pulpers	Whiffletrees	Bevel Jacks
Channel Steel Harrows	Push Carts	Warehouse Trucks	Barrel Skids	Wheel Barrows
Pulverizers	Boss Wood Harrows	Boss Steel Harrows	Harrow Carts	
Janesville Gang, Sulky and Walking Plows, Disc Harrows, etc.				

WE ALSO HANDLE: Standard Cream Separators and Standard Gasoline Engines, and Repairs for Moline Plows, Disc Harrows, Mandt Wagons, Manure Spreaders, etc.

VIKING CREAM SEPARATORS



WATSON'S STEEL BOSS HARROW

Tooth bars are of angle steel, cross bars all channel steel. Teeth are held individually by steel wedges, are dagger shaped with the edges directly in line of draft. Are fitted with a pulley hitch eveners. Light draft—24 feet in width.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STS., WINNIPEG

Great Opportunity for Agent and Farmer!

(The Advertisement below is now appearing in many Canadian Farm Papers)



MOGUL 8-16 in CANADA

A New Size of the Famous Mogul KEROSENE-BURNING Tractor. Now Ready for Canadian Farmers

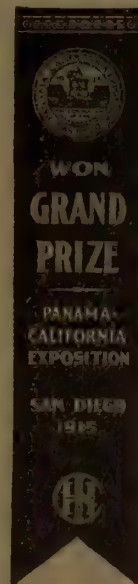
THIS new Mogul Tractor, 8-16 H.P., burning any convenient oil fuel, can be used for practically all the heavy farm work for which horses are used, at less than horse cost.

Mogul 8-16 means deeper, cheaper plowing; better seed beds prepared in less time; quicker and therefore more uniform seeding; speedier harvests, and threshing done on time.

Mogul 8-16 is handy and always ready for work. It will haul manure spreaders, wagons and grain tanks, draw binders, mowers, hay loaders. It turns short and handles like a motor car.

The engine gives 16 H.P. for running the thresher, ensilage cutter or feed grinder, and it moves itself from job to job.

You can see this tractor if you will drop a card to the International Harvester Company of Canada, Ltd., at the nearest town named below. Tell us you are interested and we will do the rest.



International Harvester Company of Canada, Ltd.

BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.

Get 1916 Contracts for Autos That Sell

SEVENTY-FIVE per cent of all the autos manufactured during 1916 will be purchased and used by farmers. The farmer has heretofore looked to you, the implement dealer, as his source of supply for power machinery. Why not get the agency for a car of proven value—a car of national reputation. It will mean bigger profits for you during 1916.

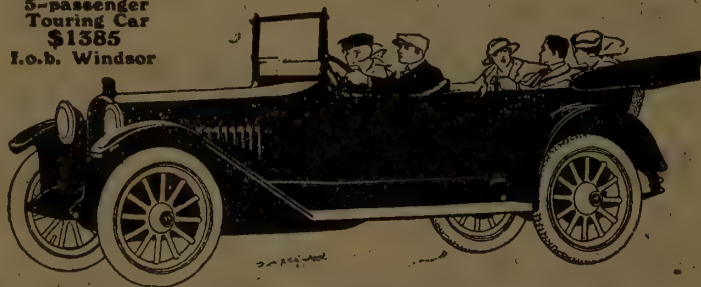
We are distributors for the
**BRISCOE REO HUPMOBILE
CHALMERS**

Each make has exclusive individual features, and each is built to sell on a quality basis. We handle them because we know that they have universally "made good." The range of prices will suit your customers. We carry a full line of repairs and accessories.

Let us show you our 1916 Agency contract

Joseph Maw & Co., Limited
112-118 King St. Winnipeg, Man.

5-passenger
Touring Car
\$1385
I.O.B. Windsor



Storage Battery Work a Specialty

THE BULL DOG WILD OAT SEPARATOR AND BARLEY CLEANER



Made to
Separate
**WILD
OATS**
from
Barley
and
Tame Oats
and
**DOES
IT**

**Stock Them During 1916. Your Customers
Will Do the Rest!**

A machine of exclusive features specially designed. No machine made can extract Wild Oats as it does. Leaves only the large, plump grain. Grades tame oats perfectly, taking out mustard and wild oats. An unequalled wheat grader as well. Made in two sizes: Capacities

20 to 40 Bushels per Hour

Of very strong construction. Note the elevator and bagger. Special power attachments can be furnished. Get in line to-day. Ask for our Agency Proposition for 1916. It is a money-maker. We specialize in grain cleaning and grading machinery.

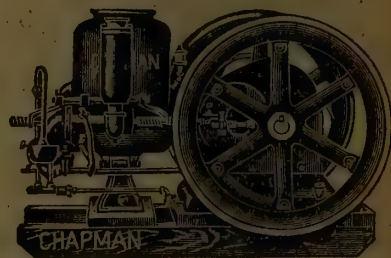
Twin City Separator Co., Ltd.
Off Logan Ave. on Quelch Street Winnipeg, Man.

Canadian Airmotors



The Line for Live Dealers

Best Known—and Known to be Best
Sales Await You—GET BUSY



How is your engine trade? Are you getting your share? Is the line you handle a business builder? Does it make your customers your friends? If not, you are trying to sell the wrong line. The surest, easiest and quickest method of building up a paying engine business is to push one that is reliable—that has the confidence of the farmer. Every-one of our engines you sell and install is a constant advertisement of your business. It will sell others.

CHAPMAN GASOLINE ENGINES

2 H.P. 5 H.P. 7 H.P. 10 H.P.

EASY TO START

EASY TO FIX

NO EXPERTS NECESSARY

These Engines are the Cheapest and Most Reliable Sources of Power for

Corn Cutting Silo Filling Sawing Pumping Grinding Running a Churn Cream Separating
Threshing and Corn Shelling Running a Lighting Plant Operating a Milking Machine
Running a Machine Shop, Concrete Mixer, Drill, Etc.

We Can Place a Few More Agents

Write us for complete information about our agency contracts and the money making opportunity our lines offer to dealers. JUST SIGN THE COUPON AND MAIL IT TO US FOR FULL PARTICULARS.

ONTARIO WIND ENGINE & PUMP CO., LIMITED
Toronto Montreal Winnipeg Calgary Regina

INFORMATION COUPON

Please send me full information about your agency offer

NAME.....

POST OFFICE.....

C.F.I. PROVINCE.....

